

# Social Media Marketing Manager

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A blueprint for running a successful Social Media Marketing business.

## What Social Media Managers Do?

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A social media manager simply manages the social media networking and marketing on behalf of individuals and organisations.

Social media is this year's black and the most cutting edge form of marketing and networking. Why? Because it takes us back to basics, back to real time two way communication.

Done well it is about communication to and from a service or product provider and customers. It is about finding out the needs of the customer through direct communication and following trends. This is done through various platforms like blogging and websites, networking sites like Twitter and Facebook, video and podcasting sites, online radio blogging and live streaming sites, customer reviews and book-marking sites. After all, you only have one reputation.

As you can imagine, that takes quite a bit of work, some technical skill, an ability to write well and the discipline to maintain it all. Many businesses do not have the time or are lacking some of the skills to do this well. Some people would argue that unless these platforms are maintained regularly and kept dynamic and fresh that it is better not to do it at all. It is also important that businesses understand web etiquette and best practice when making posts or submitting articles and videos.

A social media manager has a number of roles and can offer a wide range of services.

These can include training individuals and organisations or managing the whole thing.

Management involves:

- helping people to set up a social network package
- explaining the interconnections between the various platforms
- creating a routine and schedule for posting
- helping to streamline existing routines
- making them more efficient or partially or completely managing all of the social media and networking

A social media manager becomes the front line of customer service and can pick up communications from existing or potential customers and feed them to the appropriate person.

The manager can also keep an eye out for any potentially damaging or incorrect information that is being posted by others. A good manager will gain an excellent understanding of the business and be able to spot opportunities as they arise, plant seeds and connect with the right people. He or she can deliver content, build links, network and translate digital information from the online community.

A good online presence is not about just having a website or ranking well on Google anymore, you need a presence on sites such as Twitter, Facebook, Linked In and You Tube. Your blog is where people will go to make sure you are current and credible but it also floats your site.

Good managers are passionate about social media are there to help their clients to have success online!

## Social Media Manager Qualities

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1. You understand technology, but you love people. Social media technology is a means to an end, that end generally being to communicate effectively, build trust and foster community.

Social Media Managers are usually outgoing people who understand what social media can do and want to use it to reach out to people — friends, customers, clients, people with similar interests, etc.

2. You possess intellectual and emotional curiosity. Sure, you're supposed to know stuff — your company's business, details about products and services, problem resolution procedures, etc. — but your real strength is the desire and ability to look at things from another person's perspective. Empathy. The best customer reps have it; for a social media manager, it's imperative.

3. You're thoughtful, not impulsive or reactive. Being a social media manager is about more than tweeting positive thoughts and virtual brand-building. There's a lot of pressure. Many organizations aren't totally sold on social media, measuring its impact (especially short-term) can be difficult, not all your co-workers may be "getting it," and dealing with crises (or even just haters) can test your patience. If you can handle these types of things, you may be able to handle the stress that comes with being a social media manager.

4. You think strategically (and communicate the strategy). An effective social media manager understands an organization's social media goals and attempts to measure results against them. Equally important, they know how to convey strategic goals to colleagues.

5. You are a team player, not a soloist. There are some giant egos in the social media business, a lot of self-proclaimed "gurus" who amass a lot of Twitter followers and land numerous speaking engagements. Many would make lousy social media managers because they see themselves as superstars or saviors. A good social media manager freely gives out credit for successes to teammates and accepts blame for failures.

# Introduction to Social Media Marketing

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## *Why Social Media Marketing is Profitable*

Why – put simply Social Media is profitable due to the numbers, which means that anyone can reach an incredibly large number of people without spending thousands of dollars on television advertising.

- YouTube: 1 Billion views per day
- Facebook: 400 Million users
- MySpace: 200 Million users
- Twitter: 100 Million users

## *Interaction*

What you are doing is building relationships with potential clients (without necessarily trying to directly sell to them) this helps those potential clients to buy from people that they know and trust.

- People buy from people (not faceless businesses)

## *Growth*

With the recognition of the importance of Social Media Marketing businesses are investing more as they realize its potential to lead to additional revenue streams, and to brand themselves online.

- High Growth Potential

## *Speed*

Social Media Marketing is very, very fast. So not only can you reach a massive audience, but you can do so in a very short time. Due to the nature of Social Media

Marketing it is also Viral – get your messaging right and other users will spread it across their own networks.

- Fast & Viral

## *What Social Media Marketing Can Do For Clients*

- Brand them as an individual, product or business
- Create a large network of potential clients
- Build a responsive email list
- Drive large amounts of traffic to their website

## *Things to avoid*

- Hard Selling

Few people respond to a hard sell. Remember that people buy from people so building relationships is the key to success in Social Media Marketing.

- Selling too soon

First concentrate on the value offering, content, branding, trust and the relationship, then people will be ready to buy.

- Spamming

Building a network to then simply send messages containing links is considered an abuse of the ethos behind Social Networking. Avoid it. It can get accounts banned, and at the least can destroy reputations and branding.

- Using Automation Software

Since Social Media Marketing involves personal connections, it is very difficult to make those connections if you let a computer do the work for you. Some tools have their place in helping you to stay organised, but see them for what they are tools. You still have to do the work.

## *The Social Media Marketing Jigsaw - Where Facebook Fits*

Facebook has incredible potential – almost 60% of all Americans have a Facebook account. Facebook is one of the fastest ways to build a fanbase (a network) of people who know, like and trust your client.

You can create FanPages with unlimited numbers of fans.

Facebook is viral – your clients messaging can spread in seconds across other Facebook account owners networks.

Facebook is easy to update. Change a Status Message, Post to your clients Wall or add a video and all of their Friends will learn about it. Facebook is also personal. It is how people get to know your client in a more personal way than is possible through their website.

### **Clients Profile Page/Fan Page Setup**

Visitors to the Clients FanPage should be able to tell clearly Who they are, and What they have to offer, and How your client (or his product or service) can help people.

Ideally the page would be written in a personal style, trustworthy, likeable, and one that encourages interaction.

- Mixing personal pictures, and videos together with business pictures and videos can help to create a warm, friendly experience for visitors to the page.
- It is important to be honest, transparent and appear real to visitors too (clients who want to hide something are not as approachable).

### **Getting Friends & Fans**

You will need to identify related Facebook Groups -

- Groups that are related to your clients niche

- Groups that are related to your clients personal interests and hobbies
- Groups that are related to things your client like (products/brands/companies)

Next join those Groups –

- Be active in the discussions that take place
- Focus on adding users who are both active, and those with many friends
- Follow your own newsfeed, which will give you Status updates of people you are friends with
  - this means you can join in the discussion and be more active
  - it means you can work out the things they are interested in, identify problems they want to solve
  - then you can comment on their status updates as appropriate
  - don't be afraid to give an opinion, or to be controversial, but ...
  - avoid political and religious comments which can often offend other users
- Comment / Wall Posting are great ways to remain active, and draw new friends and fans
  - add new photos and videos and if they are related to other Facebook users, or of interest to other users tag them – they could then appear on the users Wall, which can attract more friends for you
  - regularly update your status, tell people what your Client is working on
  - include links of things that you found interesting

For this to be effective you need to be regular and organized. This means scheduling a few minutes a day to carry out between 3-5 things per day. This way the Fan Page will always be fresh and interesting, and the social networking will branch out semi-automatically the more you do, the greater the expansion rate is.

### *When to start a Fan Page*

If your client is starting out from 0 then work first with their **Profile**, later start a **Fan Page** for them (aim for 500-1000 fans before setting up the Fan Page).

After creating the Fan Page – you can promote it by suggesting it to your existing fan base – you can also send a message to your friends asking them to suggest your Fan Page to their fans. Getting a viral traffic boost is what social media marketing is about.

### *Facebook Ads*

Facebook Ads are a great way of getting new fans for your clients Fan Page, and selling your Clients own / affiliate products. The ads are highly targeted. We recommend using interesting and catch the eye images in your Ads.

### *Link networking*

Your clients Profile Page or Fan Page should always have links to their other Social Media accounts – Twitter, MySpace, YouTube, Linked-In, etc.

## *The Social Media Marketing Jigsaw - Where Twitter Fits*

Twitter is a great way to cultivate and grow your clients brand online. With millions of Twitter users it is fast and easy to engage other users. Unlike other Social Media Marketing outlets Twitter limits posts to 140 characters, what this means is that you need to be creative, and get your followers attention in very few words.

### *Choosing a Twitter Name*

There are two thoughts on what Twitter Name to use – a brand / business name or the clients real name, both work, but both require branding in the profile to compensate the name you choose to use.

The client who uses his real name will want to start his profile bio immediately with a url followed by his business name / brand name. Then something attention grabbing, all of which has to be written in the least number of words as possible.

#### **Example**

John Smith (<http://maindomain.com>) Fearless Products ....

Alternatively if using the brand name, then the real name should appear after the url in the profile.

#### **Example**

Fearless Products (<http://maindomain.com>) John Smith is ...

### *Twitter Image*

We recommend that if you use a picture of your client, that he/she appears warm, friendly, approachable. Alternatively if identifying them as a brand or product you can use an appropriate image.

### *Build a Following*

Building followers in Twitter is relatively simple. There is essentially an etiquette that most users stick to, that is if you follow someone they follow you back. So you should target people who will be interested in your client (his product, service, brand, etc).

Follow people who are real (when following you can see an image, you can even see what the person is tweeting about).

Follow people rather than other businesses.

For help in managing Twitter Accounts & Building Followers see

<http://www.tweeternaire.com>

## *What to Tweet about*

Ask questions and post links to surveys – interaction is the essence of good Twitter communication.

Here is what Followers like to see in Tweets:

- **Personal stuff:** Tell your followers something personal, but don't bore them. Make sure it is something interesting or funny. Something that gets a connection happening between them and you (or your client).
- **What's Hot:** Make comments about what is happening in the news and therefore will engage a large number of followers.
- **Share Cool:** Tweeting about something cool that you did, saw, bought, etc. is great to share with your followers.
- **ReTweet:** Don't overdo this but if you see a Tweet that you think is cool, then share it by Retweeting it.
- **Quotes:** Post motivational quotes, quotes from the famous, even your own sayings (if they are inspirational).
- **Get off the fence:** Be opinionated, never just neutral, otherwise your Tweeting will become stagnated, and bland, and more importantly might lead people to switch off (unfollow you).
- **Tweet Style:** Develop your own style, way of writing etc. Don't try to copy, be yourself, but if you find a style that works build on it.
- **Be Helpful:** Answering questions, posting advice, encouragement, something that gives back to the community is always good for building reputation, and getting more interest from those following you.
- **Start before you start:** Make 5 tweets before you start following people, that way when people follow you they will see you are real, and not a bot.

- **Good humour / Good taste:** Be funny if you can, find funny things to post, find things that entertain, but make sure what you Tweet is in good taste. Try not to talk about selling or making money

## *Build a Twitter Following*

Search twitter (search.twitter.com), search by your niche's keywords for targeted followers.

- Follow others first and they'll usually follow you back. This is the Twitter etiquette that if you follow someone they are obliged to follow you back. You can always try and if after a few days they didn't follow you back you can unfollow them.
- Follow influential people in your niche. This means read some of their tweets, check their statistics. You can also check some simple things like if they have an image, how often do they post links (are they sell, sell, selling in their tweets), etc.
- Try to aim to follow 50-100 people per day. Any more than this and it simply doesn't look like you are really following (it looks like its a bot following them).
- Follow during Twitter's peak times which are EST 1-3pm & EST 6-10pm. During these times more Twitter users are online and therefore the number who will follow you back is much higher than at other times.

## *More effective Tweets*

- Tweet pics (more attention)
- Use symbols in your tweets
- Use numbers/lists/stats
- Point an arrow to your links >>>----- (stand out from rest of tweets in your followers' news feed)
- Compliment and comment on peoples' tweets , reply to their questions –show interest in others. Remember Twitter is a Social Micro Blogging platform. So if you want to succeed you really need to communicate (read, think, reply).

- Ask questions and make controversial statements (very effective)
- Tweet at peak times: EST 1-3pm and EST 6-10pm

### *Getting people to ReTweet your Tweets*

- ReTweeting is viral. It means that someone who Follows you and reads your Tweet, likes it and decides to Re-Tweet to reach his Followers.
- ReTweeting can only be done to Tweets short enough to allow the .... so whenever you happen to post a link in your Tweets make sure you use a URL Shortening service like <http://bit.ly> (this is a great service because you can also track statistics with bit.ly).
- Rather like Followers having an etiquette, Re-Tweeting is reciprocal, in other words if you ReTweet, others are more likely to respond in kind with some of your Tweets.
- You can encourage others to ReTweet your Tweets (don't do this all of the time), only worth doing this for a very popular Tweet message, by adding Pls RT or Please ReTweet at the end of the message.

### *Using Twitter to build your business*

- Make sure you send your twitter traffic to your blog, your myspace, facebook, youtube, linked-in or other social media page (rather than direct to a sales page) first build the relationship, the social media pages should always point users to your money sites.
- Make sure you use your Twitter link in your Articles, Press-Releases. Include links on your other social media sites too.
- Email you existing list, with your twitter link eg. <http://www.twitter.com/brand>

## *The Social Media Marketing Jigsaw - Where YouTube Fits*

YouTube is the No. 1 Video Sharing site and according to Alexa.com it is the No. 3 website on the internet. A massive 53% of web traffic comes from YouTube. So it is not a site to ignore.

- You can create your own YouTube channel. This will be a page like: <http://www.youtube.com/dell>. Viewers can subscribe to your channel, which opens up a direct communication platform with them through the YouTube site.
- Youtube receives 1 billion views per day. It is now the preferred way to receive information –very popular. One example of this is the massive shift from long sales page letters on websites to video sales letters. People would rather watch a video and see products in action, than read long sales pitches.

### *Creating Successful Videos*

- The key to success is to keep the video short. Due to the limited attention span of visitors to websites, a long video has less possibilities of being viewed than a short one. So try to make your videos between 2 mins and 10 mins long.
- An easy way to create your video is to use a Slideshow software and capture the slideshow using screencapture software.
- You can use just a screencapture software, recording activity on your screen.
- You can use a web cam to capture yourself.
- You can also use Animoto – which is a free online service (<http://www.animoto.com>) to make your video.
- You can also use Resell Rights Videos or Private Label Rights videos (check the license you have for these).

## *Video Content*

- Be entertaining in your videos. Be yourself, be real and show personality- people will trust you, relate to you and you'll get a better response.
- Start with the benefits.
- Always have a call to action (not click here to buy) but something like "If you want to find out more click ...."

## *Useful links for making your videos*

### **Slideshow Software**

Microsoft Office (you can download a free trial version that includes Publisher or Powerpoint for making slideshows)

<http://office.microsoft.com/en-us/downloads>

Open Office (free alternative to Microsoft Office includes alternative to Powerpoint and Publisher)

<http://download.openoffice.org>

### **Screen Capture Software**

Cam Studio (free)

<http://camstudio.org>

Camtasia \$300 (30 day free trial)

<http://www.techsmith.com/download/camtasiatrial.asp>

-Jing Project (free but can't be more than 5mins)

<http://www.techsmith.com/download/jing>

### *Your YouTube Channel*

- First try to add your favorite videos that you find on Youtube. This means initially you don't need to create all of the content.
- Make your channel seem active and popular. Mix up your own content with other interesting videos you find on Youtube.
- Subscribe to other related channels in your niche. If you leave interesting comments, then there is every chance the people reading the comments will click through to your channel and see your videos.



## *Getting Viewers*

- The key to getting viewers is to ensure your videos provide value and entertainment first.
- Interact with You Tube users, leave comments.
- Make videos on hot topics in your niche – use Google Trends and Google Alerts to find what people are searching for, what are the hot topics in your niche.
- Try not to be boring.
- You can use a software that can help to build your audience, it sends out massive subscriber and friends requests – <http://www.tubetoolbox.com>

## *Getting Involved and Staying Social*

- This is a great way to get people to your channel. Find popular videos in your niche, and make a video response.
- Rate other peoples videos – it will get some of the video owners to visit your channel, watch and rate your videos.
  - -the higher your ratings, the more exposure
- Join YouTube groups
- Commenting –even though backlinks are ‘no follow’, they increase ranking within YouTube. You will show up more when people search for keywords related to your video.
- Send out friend requests
- Be controversial and entertaining. You need to stand out from the crowd.

### *A Few Tips n Tricks*

- Steal the titles and tags of popular videos -so you will appear when they show up.
- Turn your videos into podcasts and submit to dozens of directories. This will help you with SEO and backlinks.

## *Video Distribution*

- TubeMogul (free) – this will get your video on approx 20 sites.
- Traffic Geyser \$100 – this automatically submits social bookmarks for each video, turns your video into podcasts, and distributes your video to 100 video sharing sites.
- Distribute within your Social Networking Sites.

## *The Social Media Marketing Jigsaw - Where MySpace Fits*

As with FaceBook, MySpace provides users with an excellent way to brand themselves or their business. Like FaceBook this is a Social site, so try to avoid hard-selling.

Since MySpace has a Google PageRank of 9 the links back to your site are really worthwhile. MySpace has over 200 million users, so there are amazing opportunities to make new connections to thousands and hundreds of thousands of prospective clients.

MySpace includes a free blogging feature that at the time of writing FaceBook doesn't have. Unlike FB, all profiles are public – which means you don't need to be a friend to see the profile. MySpace pages show up in Search Engines with all content visible.

When setting up your profile include as many images of your clients products, and services, together with links back to different sections of your site, and your other social media accounts.

Try to include personal information and pictures too. The more comfortable visitors (prospective clients) feel with you (or your client) the more trust and confidence will be established – and people like to buy from people they know and trust.

Similarly if you are honest, and open it will help to establish trust and lead to sales. Try to be yourself. Tell people about your, what you are doing, what your business does, and what products and promotions you are running.

Add interesting (and funny) pictures and videos to accompany the blog posts. Keep your blog moving. So make regular posts, but don't post repetitive of boring thoughts and comments.

### *Marketing on MySpace*

- Use your real name – it will help to build credibility & is also going to make it easy for people who know you or have been referred to find you online.
- Search for people in your target niche, or who have the same interests and add them as friends.
- Get involved, be an active member. Social Media is about engagement, and communication, so if you are not engaging other users in conversation, by new posts, and comments, then they are going to lose interest in you.
- Build relationships with people before selling. We have to repeat this point, don't be shy, get to know people and let them get to know you.
- Provide value and special deals, not the same or worse deals than they can get from other sites, try to make your client or your business stand out. If you offer something for free make sure its quality.
- Comment and show interest in other people and ask their opinions. People feel obliged to read more about you, when they see you took time to read and comment about something they said or posted.
- When selling, because you have focused in the preceding steps to build a relationship, you only need to soft sell: Example "Hey check out what I just launched..." or "Hey, if you were interested in this, then you might want to look at this also..."

## The Overnight Social Media Manager

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As a Social Media Manager you will take the aforementioned passion, and skills and sell them to local businesses, niche markets, and help them to improve their existing online Social Marketing activities or get them online, and up and running.

You will earn a residual income from each client, as the services you are going to provide them are ongoing. As you grow your business you will outsource some of the tasks to Virtual Assistants (People you use remotely to do the hard work, while you manage the relationship with your client).

You will use social media platforms like facebook, twitter, youtube, linkedin , myspace, etc to create a more profitable interaction between your client and his prospects and customers. Done right this is a win-win. Your work will pay for itself. Your client will recommend you to friends, and business associates.

As a Social Media Manager you will be responsible for setting up the profiles for them – for example signing up a Twitter account, filling out the profile, building followers, etc. Additionally you can offer to produce a branded design for them – which you can outsource for half the price you will charge. You will also maintain their Social Media accounts for them. For clients who already have their profiles setup you will do tasks like deleting Spam messages, or make timely announcements for them.

Most Social Marketing tasks are very simple, but to your clients they will appear complex, time consuming, and something worth paying an expert (You!) to do for them.

Here are some of the simple tasks clients will pay you to do - post tweets, status updates, and reply to different posts for you client. Social Media Marketing is not complex, nor is it time consuming. You should be able to handle 5-10 clients in 2 to 4 hours a week. As your business grows you will be able to outsource these tasks to Virtual Assistants. This will free up your time to build more clients, and more profit.

## The need for Social Media Managers

In most offline niches you will find plenty of businesses have got a website, but a high percentage have little or no traffic. It is not a case of "build it and they will come". Even where a business does have some traffic, they always will be happy to get more.

The ideal target niche has some form of online presence, but lacks the skills or personnel to maximise their online activity. There are many small to medium sized businesses that simply don't have time to tackle Social Media Marketing, but want to, because they believe it could help them grow their business.

Here is an example of a niche that has a need for Social Media Managers. Auto Mechanics, according to Google.com there are 26,000,000 pages listed for the keyword mechanics, if you search for mechanics texas there are 3,720,000 pages listed, and if we narrow our search down to Alamo Heights there are 11,200 pages listed. This and the Yellowpages can give you an excellent starting point to working out your prospects.

Using the Social Media Marketing Manager software you will be able to create a free useful report (showing them where they stand in terms of their Social Media Visibility) to give to your prospects, you can include in your report an overview of the services you offer, and costs, even including a subscribe now link for each service. The report will do most of the selling for you.

Your role is to identify the clients weaknesses in his online activity, and help him to fix them, while of course getting paid a monthly retainer for doing so.

By focusing on local niche markets you can contact by email, and phone you will be able to pick up new clients every day and within 3 months you should have an established Social Media Management portfolio.

Initially as you get to know a niche you will recognise whether or not you can build your portfolio of clients in one niche, or if you need to branch out to other locations or other niches.

There are hundreds of thousands of niches and millions of locations. So the potential for you to get established quickly is incredible. It really comes down to your motivation and your persistence. Even though people are more IT literate, the level of IT literacy is generally low. So your prospect might know how to post his holiday pictures on Facebook, but he has little to no idea about how to use Facebook to grow his business.

## Starting Your Social Media Marketing Business

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If you have already got an online Social Media Marketing business setup please don't skip reading the following information. What we set out here is a comprehensive guide to the important ingredients to a successful Social Media Marketing business.

### *Local Laws*

The first thing you need to consider are the legal implications of working where you live. If you need to comply with any local business laws, etc. please investigate them before you begin operating.

### *Business Name / Business Brand*

The important thing when you choose your business name is it will also become your online and offline brand – having a name like John Smith's Social Media Marketing Management Group will create a bloated domain name and profile name with the Social Media accounts that you will operate for your own business.

KISS (Keep it simple stupid) by keeping your business name more memorable, people will easily find you even if they lose your business contact details. You also will want to consider if you want your business name to directly identify you as a Social Media expert – eg. **Mason Social Media** is great if you want to use the business solely for your Social Media Marketing activity – but if you wanted to offer other related services **Mason Media Marketing** or **The Mason Group** might allow you to expand without changing names.

Along with your business name you might want to add a tag line – for example

### **The Mason Group**

*.....Creating Online Success Stories*

It is important to spend the right amount of time thinking about your business name and brand, and checking are the various account names available with Twitter, Facebook, Youtube, LinkedIn, MySpace, etc.

Check names and brands in Google to make sure they are not trademarked, copyrighted or registered to other people. Then check if the domain is available and

account names. If all looks good go ahead, and sign up the accounts (you can initially use a Gmail Address to use while signing up – and change it later), and lastly register the domain.

### *Phone Number/Phone Line*

Prospective clients need to be able to contact you – so you need a phone number. There are many virtual office services available and phone redirect services. So you could register a local phone number, that directs to your house line or to your mobile. Make sure that if it comes to your house, you answer the calls in a professional way.

## SETTING UP WORKSHEET

### Business/Brand Name

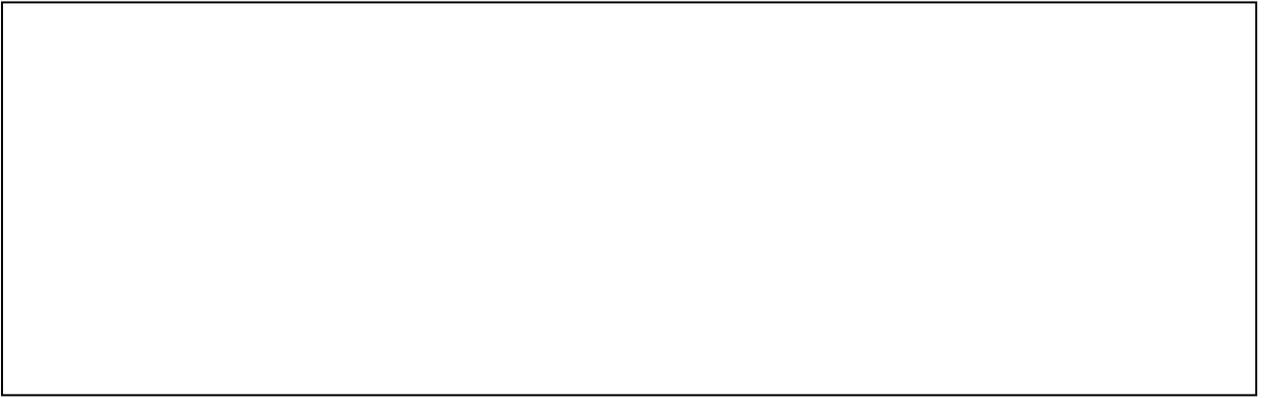
*Write down all of your ideas then search for those names on Google, select several names that are short enough to be easy to remember by clients.*

### Tag Line

*This is optional but in your branding the tag line is used to quickly identify what your business does. It should be memorable, and punchy. Write down several ideas, ask friends of family members what they think. Look at other businesses (via Google) to get ideas of how they use tag lines.*

### Phone Number

*Decide if you will have an additional line into your home office, or use a virtual office service (some can field your calls and then connect them to you), or an additional mobile number. Whatever you decide it is important to have a dedicated line that clients can use to contact you. Search the internet, speak to your local phone service and compare pricing.*



## Social Accounts Check

*You need to check if the Business/Brand Name is available as an account name for Twitter.com, Facebook.com, LinkedIn.com, MySpace.com and Youtube.com*

## Domain Check (only go for .com's)

*You next need to check if the Business/Brand Name is available as a .com domain – we recommend buying through Godaddy or Namecheap – before you purchase search in Google for Godaddy Voucher Codes, and Namecheap Voucher Codes (you can save up to 30% with a voucher).*

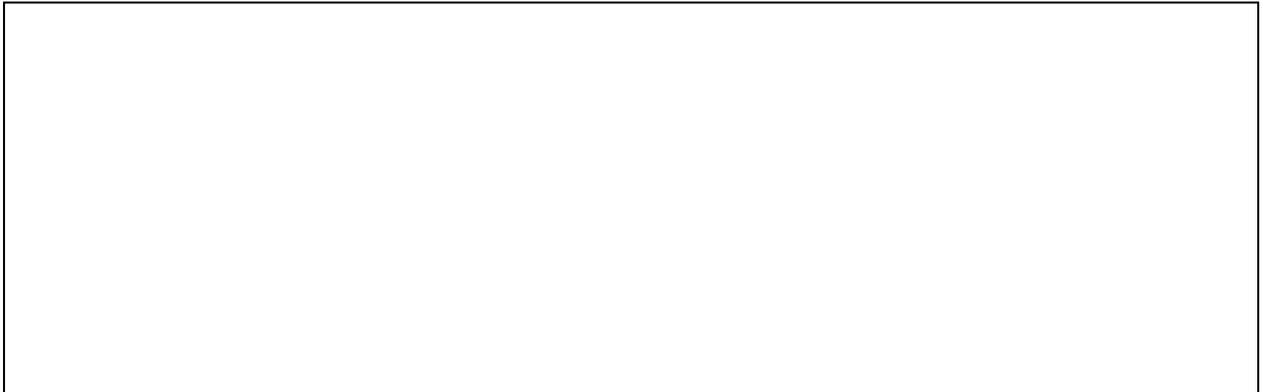
## Setup Gmail Account (brand@gmail.com)

*The previous steps should have allowed you to now select the Business/Brand Name, once you have done that, you can open a Gmail Account using [brand@gmail.com](mailto:brand@gmail.com) as the format. You will need this account to setup the Social Accounts that you previously checked.*



## Register Social Accounts

*Using your Gmail Account you can now setup (what you are doing is securing the Brand/Business name) via the Social Accounts – later you will customize them including custom design, add your url, tag line, etc.*



## Register Domain Name

*We recommend this step follows the registration of the Social Accounts because this is the point at which you start spending money. It should be possible to get a .com domain for less than \$7 (see previous step for voucher code details).*



*\* You can also use the domain name to setup a PayPal account or add a new email to your PayPal account to manage client subscriptions.*

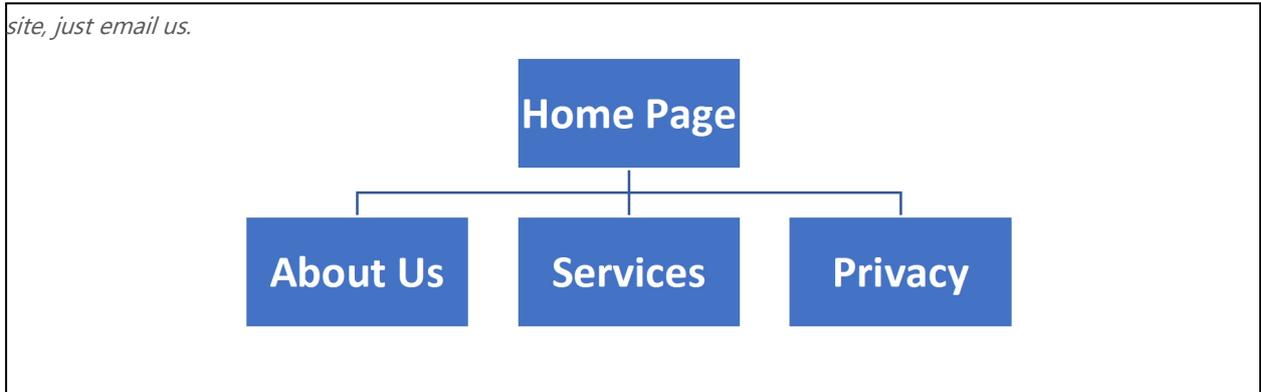
## Setup Hosting

*Having purchased a domain name you now need to setup your domain on either your existing server (if you have an existing Host Account) or with a new webhost – we recommend [www.1and1.com](http://www.1and1.com) and [www.hostgator.com](http://www.hostgator.com)*



## Setup Your Website

*Now comes the time where your Social Media Marketing business starts to take shape online. You need to have a simple but professional looking website. This may require you to find a Template, or Logo design to use for your site. Depending on your existing skills you may be able to carry out most of this work without breaking sweat. We are on hand to help you should you need to find a designer, or programmer to build and setup your site, just email us.*



## Brand Your Social Media Accounts / Customized Look & Feel

*Now you have setup your site you can deploy the branding across your Social Media Accounts – we highly recommend that you have professionally designed backgrounds made for each account – this is something that you will offer your clients, the mark up is 100% so with one clients order you will cover the cost for your own business.*

Take a look at the great package on offer here for \$99.95:

<http://custom-page.com/custom-backgrounds/prosocial-bundle>

Or in the Warrior Forum:

<http://www.warriorforum.com/warriors-hire/>

Then compare with what others are charging for these services here:

<http://www.custombackgroundsfortwitter.com/payment.php>

For each profile we recommend that you use your business logo (including your tag line if its readable) as your picture. Then in your description make sure that your URL is the first thing they read. Then explain some basic details about your business – use the same model for each Social Media account that you setup.

## **Offline Branding**

*Having setup your online brand, you may also want to get a small quantity of branded stationary setup – including business cards., letterheads, etc. You can actually get free business cards (just paying the postage) with Vista Print (Google Vista for more details).*

---

***Congratulations – you now have the basic elements in place to begin operating your Social Media Marketing business.***

There is one minor problem, so far you have no Twitter Followers, No Facebook Friends, etc. Before you start looking for clients, we recommend you start finding connections online (some of whom may well become your clients). But first (as it is directly related to finding potential clients, and making online connections) please review the Services that you will be offering to clients in the next section.

## Your Social Media Marketing Services

---

Here are the recommended Social Media Marketing services to offer to your clients – these are the same ones shown on the Services page of our example website.

### *Social Profile Management*

- Especially created for busy executives, we'll manage your social profiles & online presence to make sure you get the maximum value from social media without having to spend your time online!
- What are others saying about you online when you're not looking? We can protect your online image by managing Twitter and Google alerts relevant to you & your business.

### *Small Business Social Media Consulting*

- We can help your business get started marketing it's services online using Social Media sites such as: Facebook, Twitter, LinkedIn, YouTube, FriendFeed, Blogs and more
- We'll show you the tools you need to manage these sites in a short amount of time each day to increase your traffic & sales

### Service Price List

#### *Consulting & Set Up*

##### **Evaluation – \$149**

You will carry out a comprehensive evaluation of your clients online web presence—from their website, blog and traffic solutions, to their use of social media, video marketing and email opt in choices—or lack thereof. This includes a one-on-one call where you walk the client through the results and tell them where they are going right, and where they need to improve. The purpose of the call is to show clients how they can consolidate their efforts and maximize results!

##### **Basic Package – \$249 (upgrade from the Evaluation is \$100)**

The Basic Set-up Package includes set up of up to three social media profiles of choice and basic networking of these profiles together with each other and the

clients blog or website. You will set up the accounts and integration, and show the client how they work.

### **Coaching Program – \$249**

If your client needs help implementing a Social Media Strategy the coaching program is a 3 hours of coaching sessions designed to help formulate their strategy. It also includes guidance via a weekly coaching call, opportunities for Q&A & training. This course goes at your clients pace and can be scheduled in 1 hour or 30 minute blocks.

### **Monthly Maintenance – Monthly Maintenance Packages are minimum 3 months**

#### **Starter Package – \$147 set up & \$1350 (3 mos) or \$450/ month**

The Basic Monthly Maintenance package will provide clients with on average 1-2 status updates/day on 2-3 social media networks, deleting of unwanted spam, accepting friend requests/following back & basic profile management.

**Business Package – \$197 set up & \$3000 (3 mos) or \$1000/ month**

The Business Monthly Maintenance package offers all the services in the Basic Monthly Maintenance package. This is an entry-level full service package where you assist clients with content creation & distribution, audience building & reputation management on 3+ networks.

**Corporate Package – \$247 set up & \$2500 & up/ month**

If your client / prospect has a large following already? The Corporate Monthly Maintenance Package is a custom package created just for them and their business. In this package you will work closely with their marketing team to develop & manage their online presence across the social web. Features include: audience building, reputation management, content creation & distribution, customer service, blog management & more.

*Your Quality Guarantees Future Business & Recommendations*

It is vital that you deliver above and beyond your clients expectations; this is what will gain trust, upgrades, recommendations and long-term clients. So many people are only out there making a quick buck and inevitably, dealing with those people leaves a bad taste with clients. So when you go beyond their expectations they will be happy to recommend you and retain you on a longer term basis.

# Finding Clients

You may already have some ideas about how to find clients. This very much depends on your experience to date. What we are going to consider now are proven methods to generate enough clients to build your business.

## Google Local Search Method

The easiest way to find potential clients is through Google Local Searches. In other words you target a niche (for example plumbers, auto-mechanics, painters, insurance agents, etc). and search for them by location.

Here is an example search phrase – Jacksonville FL plumbers

<http://www.google.com/search?q=Jacksonville+FL+plumbers>

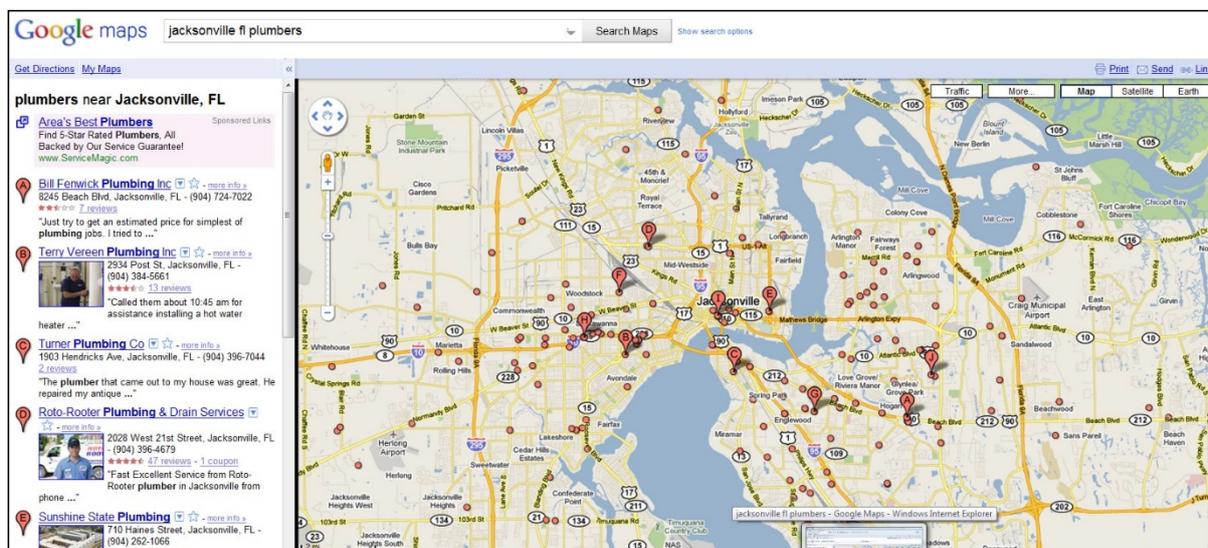
The screenshot shows a Google search for "jacksonville fl plumbers". The search results page includes a map of Jacksonville, FL, with several red location pins. To the right of the map is a list of local business results for plumbers near Jacksonville, FL. The results are as follows:

- A** Bill Fenwick Plumbing Inc ☆  
fenwickplumbing.com - (904) 724-7022 - 7 reviews
- B** Terry Vereen Plumbing Inc ☆  
www.terryvereenplumbing.net - (904) 384-5661 - 13 reviews
- C** Turner Plumbing Co ☆  
www.turnerplumbingco.com - (904) 396-7044 - 2 reviews
- D** Roto-Rooter Plumbing & Drain Services ☆  
jacksonville.rotorooter.com - (904) 396-4679 - 47 reviews
- E** Sunshine State Plumbing ☆  
www.sunshinestateplumbing.com - (904) 262-1066 - 1 review
- F** Eagerton Plumbing Co Inc ☆  
www.eagertonplumbing.com - (904) 388-0761 - More
- G** Workman's Kwik Fix Inc ☆  
www.realpagesites.com - (904) 594-5349 - More

Below the map and list, there are several search results for Jacksonville, FL Plumbers, including links to Roto-Rooter's Jacksonville, FL plumbers, Plumbers - Jacksonville, Florida, Jacksonville Plumbers in Jacksonville FL Yellow Pages by SuperPages, and Jacksonville Plumbers David Gray Plumbing Jacksonville Plumber - Home.

At the top of the results you see a link "Local business results for **plumbers** near Jacksonville, FL

If you click that link you will see all the businesses that are listed by location in Google. There are 1699 results for Jacksonville FL Plumbers.



This gives you a highly targeted niche market. Some of the businesses are highlighted on the left side and marked A, B, C, D, etc. But more businesses are shown simply with a red dot (clickable link) on the map on the right side.

If you click on any of the links on the right side a popup will show like this one:



Which gives you the business details. Notice we have an **address**, **telephone**, and **website**.

For businesses that do not have a website there is an excellent opportunity for you to provide a total package – getting them online, and providing them with Social Media Management services. Even though they don't have a domain name, you can still use the Social Media Marketing Manager and check for business name availability with

the Social and create a report for the owners which you can print and mail, or drop in to their office address.

Simply run the Social Media Marketing Manager software, enter the details you have and enter any domain name (you will simply remove it in the report) before printing.

For Businesses that already have a website you can create a Social Media Visibility report using the Social Media Marketing Manager software. This report will serve to both highlight the need for your services, and sell those services to the business owner.

Like the Google Local Search Method the Yellow Pages search method focuses on finding niche businesses by location. With Yellow Pages you know you will get a telephone number and address but often you will find a website url and email address.

Again we searched for Plumbers in Jacksonville, FL. Here is the link to the search:

<http://www.yellowpages.com/jacksonville-fl/plumber?g=Jacksonville%2C+FL>

The search produced 279 results.

The screenshot shows the Yellow Pages website interface. At the top, there are navigation links for HOME, MOBILE APPS, and ADVERTISE WITH US, along with Sign In and Register options. The main search area features the Yellow Pages logo and the slogan "CLICK LESS. LIVE MORE.™". Below this, there are search filters for "Find a Business" (By Name, By Phone Number), "Find a Person", and "Maps & Directions". The search input fields contain "plumber" and "Jacksonville, FL", with a "FIND" button. Below the search bar, there are links for "Open Popular Categories" and "The new YELLOWPAGES.COM".

The search results are displayed under the heading "Jacksonville Plumber". The results are organized into two columns. The left column lists several businesses with their names, addresses, phone numbers, and links to their websites, coupons, and services. The right column features a "Map Jacksonville Results" section with a map showing the location of the search results. Below the map, there is a "Featured Plumbers in Jacksonville, FL" section with more business listings.

At the bottom of the search results, there is a "Refine results by:" section with options for Distance, Rating, Neighborhood, Category, Feature, and A-Z. The search results for "Plumber in Jacksonville, FL" are shown as 1-30 of 279 results.

The results can be sorted and then you can extract the details you need to create your Social Visibility Report and email, or print and mail to the prospective client. We recommend that you visit their website, and see if there is a Contact or About Us page that provides contact details. You can also carry out a WHOIS search to check if their Domain Registration contains any contact details:



Here is an example:

<http://whois.domaintools.com/fenwickplumbing.com>

On the domain lookup results the email address is shown for the owner of the business. The results will vary but if you try first via the website you may also find a contact email or contact form. If the contact form allows attachments you can use it to send the report, if not we recommend that you mail the report to the business owner.

```
Registrant:
  Bill Fenwick Plumbing
  8245 Beach Blvd.
  Jacksonville, FL 32216
  US

Domain name: FENWICKPLUMBING.COM

Administrative Contact:
  Fenwick, Bill bill@fenwick.com
  8245 Beach Blvd.
  Jacksonville, FL 32216
  US
  +1.9047247022
Technical Contact:
  Advertising Solutions, AT&T www@domainsolutions.com
  754 Peachtree St NE
  Atlanta, GA 30308
  US
  +1.8776626145x2

Registration Service Provider:
  AT&T Advertising Solutions, www@domainsolutions.com
  877-662-6145 x2
  Please contact the AT&T Advertising Solutions domain support team for
  transfer and general domain support questions.

Registrar of Record: TUCOWS, INC.
Record last updated on 08-Apr-2010.
Record expires on 26-Jan-2011.
Record created on 26-Jan-2007.

Registrar Domain Name Help Center:
  http://tuowdomains.com

Domain servers in listed order:
  RWSDNS1.REALPAGES.COM
  RWSDNS2.REALPAGES.COM

Domain status: ok
```

A great way to find niche ideas is via the Yellow Pages – here is a neat trick to find more local niches than you can handle:

Simply enter in your browser the url <http://www.yellowpages.com/> followed by the city and state letter and you will find links to all of the category listings for the location.

For example:

<http://www.yellowpages.com/jacksonville-fl>

Will give you the Yellow Pages guide to the location: Jacksonville Florida – if you scroll down the page you will find the categories for that location.

The screenshot shows a web page with a navigation bar at the top containing tabs for 'A-F', 'G-K', 'L-O', 'P-S', and 'T-Z'. Below this is a grid of category listings organized into three columns. The footer contains several sections: 'ABOUT' with links like 'About YP.COM' and 'Contact Us'; 'SITE DIRECTORY' with links like 'Home' and 'Find a Business'; 'CITY GUIDES' with a 'More Cities >>' link and a list of cities including Atlanta, Austin, and Denver; 'AT&T FAMILY' with links like 'AT&T' and 'AT&T Wireless'; and a 'Find Us on Facebook' button.

A-F	G-K	L-O	P-S	T-Z
Air Conditioning Contractors & Systems	Employment Agencies	Party Supply Rental		
Amusement Places & Arcades	Fence-Sales, Service & Contractors	Pest Control Services		
Animal Shelters	Florists	Pet Stores		
Apartments	Furniture Stores	Physicians & Surgeons		
Attorneys	Glass-Auto, Plate, Window, Etc	Physicians & Surgeons, Family Medicine & General Practice		
Auto Repair & Service	Golf Courses	Pizza		
Automobile Body Repairing & Painting	Grocery Stores	Plumbers		
Automobile Parts & Supplies	Hobby & Model Shops	Police Departments		
Automobile Salvage	Hospitals	Post Offices		
Banks	Hotels	Public Schools		
Bars	Insurance	Radio Stations & Broadcast Companies		
Beauty Salons & Services	Italian Restaurants	Railroads-Ticket Agencies		
Boat-Rental & Charter	Landscape Contractors	Real Estate Agents		
Bowling	Libraries	Restaurants		
Bus Lines	Mail & Shipping Services	Roofing Contractors		
Campgrounds & Recreational Vehicle Parks	Mexican Restaurants	Seafood Restaurants		
Camps-Recreational	Motels	Shopping Centers & Malls		
Carpet & Rug Cleaners	Motorcycle Dealers	Tattoos		
Chinese Restaurants	Movie Theaters	Taxis		
Chiropractors & Chiropractic Services	Nail Salons	Tire Dealers		
Churches & Places of Worship	New Car Dealers	Tree Service		
Criminal Law Attorneys	Newspapers	Used Car Dealers		
Dentists	Night Clubs	Vehicle License & Registration		
Department Stores	Painting Contractors	Veterinarians		
Electricians	Parks			

ABOUT  
About YP.COM  
Contact Us  
Advertise with Us  
Careers  
Legal  
Privacy Policy  
Advertising Choices  
Beta Labs

SITE DIRECTORY  
Home  
Find a Business  
Maps & Directions  
Find a Person  
Mobile Apps  
Site Map

CITY GUIDES More Cities >>  
Atlanta  
Austin  
Baltimore  
Boston  
Charlotte  
Chicago  
Dallas  
Denver  
Detroit  
Houston  
Indianapolis  
Kansas City  
Las Vegas  
Los Angeles  
Louisville  
Memphis  
Miami  
Milwaukee  
New York  
Oklahoma City  
Orlando  
Philadelphia  
Phoenix  
Saint Louis

AT&T FAMILY  
AT&T  
AT&T Wireless  
att.net  
AnyWho  
Ingenio Yellow Pages  
Keen

Find Us on Facebook



If you want to target businesses in the United Kingdom then the Yellow Pages site has a different URL – it is <http://www.yell.com>

Here is the method to find the niche categories for the UK

First click on this link: <http://www.yell.com/k/popular+searches.html>

**Business Search** | **Maps** | **Videos** | Share | Feedback | Advertise on Yell.com

I'm looking for | And/Or company name | Located in | Search

### Popular Searches

To find local businesses, browse popular searches using the A to Z or select from our most popular searches.

Most Popular | A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z

Accountants	Aerial Services	Aerial Services & Supplies	Air Conditioning Services
Airport Transfers	Antique Dealers	Antiques	Aquarium & Pond Supplies
Architects	Art & Craft Shops	Art Shops	Automatic Driving Lessons
Awnings	Banks	Barbers	Barristers
Bars	Bathroom Design	Bathroom Design & Installation	Beauticians
Beauty Salons	Beauty Therapists - Mobile	Bed & Breakfast	Bedding
Beds	Blinds	Blinds & Awnings	Boarding Kennels
Boiler Repair	Boiler Repairs	Boiler Service	Bottled Gas & Equipment
Bouncy Castles & Inflatables	Builder	Builders	Builders' Merchants
Building	Building Maintenance	Building Maintenance & Repairs	Building Supplies
Bureaux De Change & Foreign Exchange	Burglar Alarms	Burglar Alarms & Security Systems	Bus Services
Butchers	Buy Cars	Cable Tv	Cafes
Cafes & Coffee Shops	Cake Decorations	Cake Makers	Cake Makers & Decorations
Camp Sites	Camping & Outdoor Equipment	Camping Equipment	Car & Vehicle Dismantlers
Car Accessories	Car Accessories & Parts	Car Air Conditioning	Car Body Repairs
Car Dealers - New	Car Dealers - Used	Car Dismantlers	Car Electrics
Car Garages	Car Hire	Car Hire - Self Drive	Car Parts
Car Rental	Car Repair	Car Sales	Car Storage
Car Tyres	Car Valeting	Caravan Agents & Dealers	Caravan Parks

To drill down to the local niche - first select the Niche – for example *Plumbers* - then select the location – for example *Bristol*

# Find Plumbers in the UK

For local results, browse towns and postcodes using the A to Z. Alternatively, select a county, country or popular location.

**Towns**    Most Popular    A   B   C   D   E   F   G   H   I   J   K   L   M   N   O   P   Q   R   S   T   U   V   W   X   Y   Z

Aberdeen	Andover	Ashford, Kent	Aylesbury
Ayr, Ayrshire	Ballymena	Banbury	Bangor, County Down
Barnsley, South Yorkshire	Barrow-in-furness	Barry, South Glamorgan	Basildon
Basingstoke	Bath	Bedford	Belfast
Birmingham	Blackburn, Lancashire	Blackpool, Lancashire	Bolton, Lancashire
Boston	Bournemouth	Bracknell	Bradford, West Yorkshire
Brentwood	Bridgend, Mid Glamorgan	Brighton	<u>Bristol</u>
Bromley, Kent	Burnley	Burton-on-trent	Bury, Lancashire

And you will find the results are shown here:

<http://www.yell.com/s/plumber-bristol.html>

Business Search Maps Videos Share Feedback Advertise on Yell.com

I'm looking for plumber And/Or company name Located in Bristol Search

**Plumbers in Bristol** 110 results [Print view](#)

Did you mean to search for a company called plumber?

List view | Map view Sort by: Default Distance

**Easy Services Emergency Plumbers** ★  
Emergency 24hr plumbers, fully trained plumbers, fast emergency service, repairs carried out. [Visit website](#)

National

**HomeServe** ★  
Leaks and Bursts  
Radiators and Pipes  
Toilets and Taps  
Cylinders and Sinks  
Overflows  
Boiler Repairs  
Freephone 24/7: 0800 085 9639  
[Visit website](#)  
[Share with friends](#)

Categories: Plumbers | Sponsored [Photos, More...](#)

**Cordon Sanitaire** ★  
Bridgwater Road, Bristol, Avon BS13 7AT  
Tel: 0117 329 7390  
Central Heating Services  
Gas Safe Registered  
Landlord Certificates  
Installations / Repairs  
Boiler Servicing & Repairs  
Power Flushing  
[Visit website](#)  
[Share with friends](#)

Categories: Plumbers | Sponsored [Photos, Map, More...](#)

**T.T. Plumbing** ★  
102 Oldbury Court Road, Fishponds, Bristol, BS16 2JQ  
Tel: 0117 370 4143  
24 Hours - 7 Days - Same Day  
Gas Safe Registered No. 93272  
No Call Out Charge  
Heating Repairs  
[Share with friends](#)

**Refine your search**

**Similar categories**  
Boiler Cleaning, Servicing & Repair  
Central Heating Equipment  
Central Heating Services  
Gas Appliances - Supply & Maintenance  
Gas Engineers  
[More](#)

**Change location**  
Bristol City Council  
North Somerset Council  
South Gloucestershire Council

**Map of Plumbers in Bristol**  
  
[See larger map](#)

**Your Shortlist** [edit](#)  
 Drag any company name here to add it to your shortlist. Find out more.

**Need to Know**

## *Finding Online Clients*

There is another source for prospective clients. This time instead of looking for local niches, we are going to review people who have already setup a business online, but may not know how to drive traffic through Social Media Marketing.

We can find those prospects via Amazon and Ebay Stores, and Classified Ad's. It is important to open some GMAIL accounts before you start using these methods, and I recommend that the accounts are disposable – in other words not your main email address.

Setup the account first with GMAIL and then open a new Amazon.com account and Ebay account with that GMAIL address. The reason for this is that you will located stores via those sites, and then contact the owners of the stores to ask them a question (both Amazon and Ebay have an internal messaging system).

If possible (and in many cases it is possible) locate the actual website of the online store and contact them via Email (that way you can provide the Social Media Visibility Report and proposal to them).

## *Amazon Stores*

Then you can click on the link to the Seller – in this case **Hank's Quality Electronics**

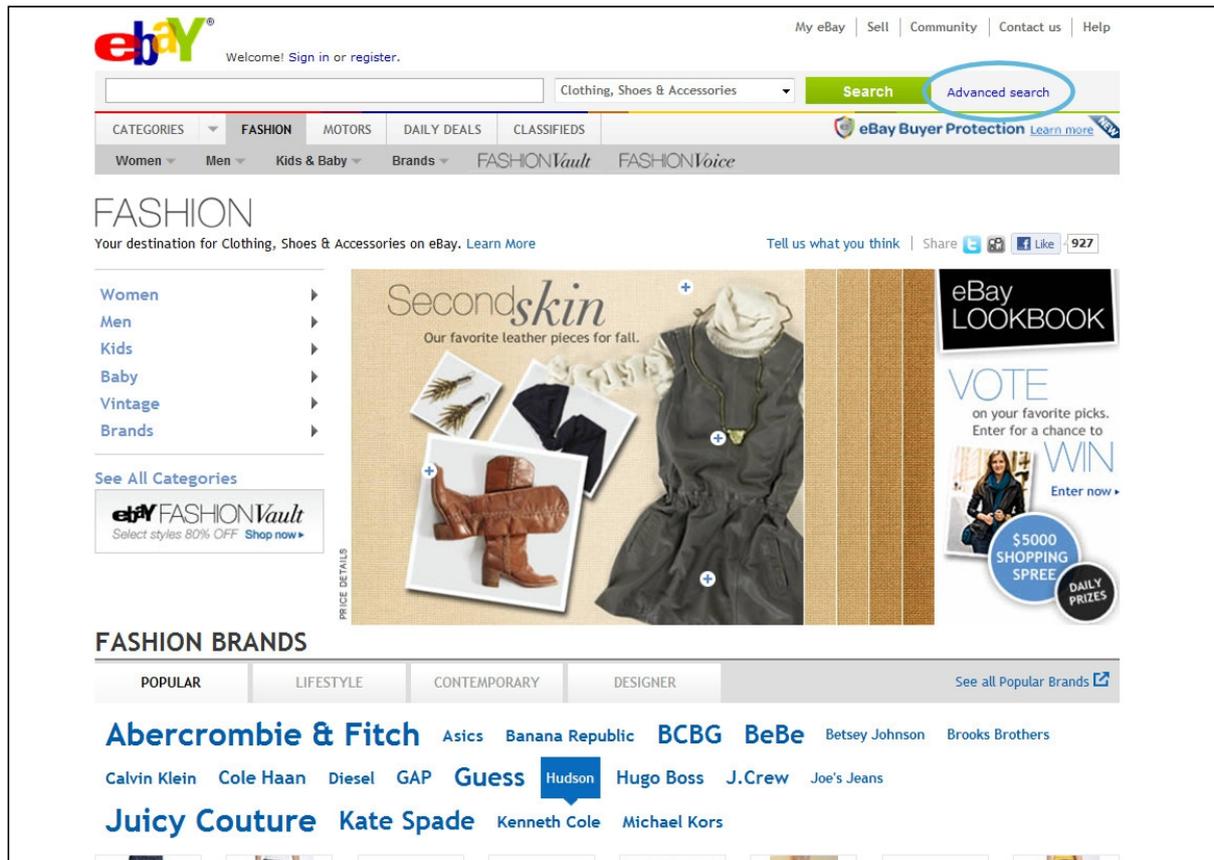
You can then fill out a contact form for the seller (we suggest you select Other as the subject).

Keep your contact message brief (you have a limit of 1000 characters) and to the point, remember why you are contacting them. For two reasons, to find out more about what they do (ask a well thought out question), and to show them how you think you can help them get more business.

If you contact too many people in a short period of time (via this internal messaging system) then Amazon may flag your account as a source of SPAM. However if you really spend a little time thinking through your contact message, and send no more than 10-15 messages a day you should be able to stay under the radar.

Here is a quick overview of how to find and contact store owners through Ebay.com

Go to [www.Ebay.com](http://www.Ebay.com) and select a category (eg. Clothing, Shoes & Accessories). Then at the top of the Ebay page right next to the Search box – select the Advanced Search link – this will allow you to specify to only show results from Ebay Shops.



Then Scroll down the page until you find the Sellers options panel:

<b>Currency</b> Any currency ▾
<b>Sellers</b> <input checked="" type="checkbox"/> Only show items from: <input type="radio"/> Specific sellers (enter seller's user IDs) Include ▾ <input type="text"/> Separate names by a comma or a space. <input type="radio"/> My Saved Sellers list <input checked="" type="radio"/> Sellers with eBay stores <input type="radio"/> eBay Top-rated sellers ?
Sort by

And place a tick in the tickbox **Only show items from:** and then select **Sellers with eBay stores**

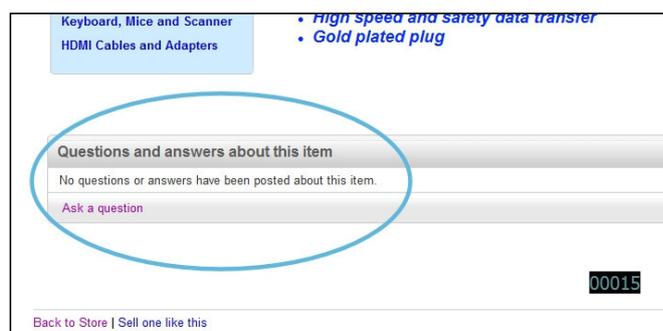
Then back at the top of the Advanced Search form enter the letter a and click Search this will find any listings that include the letter a in them (you can use other letters) and all the results will be listings where the seller has an eBay store.

If the seller is running a store then you know they are more serious than other sellers. But you could also search for eBay Top-rated sellers using the same method, and of course the Top-rated sellers with hundreds or thousands of completed sales are serious about making money online. In other words they are prospects for your business.

When you see the results, select a Store. If in their store page you see that they have a URL to their own domain, visit the domain, and look for the contact details – you may be able to send them a Report/Proposal via email or post.

If you can't find a link there search for their brand/business name in Google.

If you still don't find a domain then you need to contact them using eBay's internal messaging system. Select first a product (any will do) then scroll down the product page until you see the panel **Questions and answers about this item**



Then click on the link Ask a question, you will then be able to send a brief question to the Seller. The guidelines for contacting sellers are the same as contacting sellers in Amazon.com – brief, friendly, with a question, with a tease about what Social Marketing might do for them ... but not sending more than 5 – 10 questions a day. Otherwise you may well get your account closed. It is important for this exercise to have an eBay account with a disposable Gmail address in case your account gets closed.



## *Using Classified Advertising*

There are several free to use Classified Ad sites that have a local reach – for example Craigslist, Gumtree and US-Free Ads. So how can such sites become a source of clients for you.

Simply put by posting advertisements regularly (every week) to different location portals you will be putting your post under the nose of potential clients in those locations. You post in several categories – lets take a look at the different sites and how to post your ad on them.

### *Craigslist*

First I want you to take a look at how other providers are advertising on Craigslist. There really is no need to reinvent the wheel. When it comes to the mind set of people reading the ads on Classified sites the good news is they check all the relevant ads. So if yours sounds warm, friendly, professional ... it will get clients for you.

<http://www.craigslist.org/>

Here are some example advertisements for Craigslist

***Title:*** [affordable social media advertising \(location city\)](#)

#### ***Advertisement Body:***

Successful companies in social media act more like party planners, aggregators, and content providers than traditional advertng. Who has time to do all that? Do you need help getting started or maintaining your social media advertising? I can help.

(Phone Number)

(Phone Number)

---

***Title:*** Social Media (eg FACEBOOK)...is your BUSINESS using it? (location city)

***Advertisement Body:***

Are you enjoying some of the FREE and paid DEMOGRAPHIC based advertising rewards of new Social Media Platforms?

Such Platforms as Facebook can put your business in front of a wide array of potential clients and customers via FREE Updates, Events, Coupons, and Paid DEMOGRAPHIC Advertising. Social Media is quickly becoming one of the main focal points of local and regional advertising. Some benefits of Social Media Advertising by specific business type:

-Restaurant/Bar: Update your Friends with your Specials, Event, Happy Hour Goings On, and Even Post Picture Updates while potential customers are deciding WHAT to DO for LUNCH or the NIGHT OUT!

-Retail: Notify customer's of Daily/Weekly/Monthly Specials with the ability of showing them the Product. Post Hourly Specials on days that may be generally slow to draw traffic to your business.

-Recreation: Show In Action Photos and Videos, and ask Previous Customers to post their own Experience Photos! Busy day, Post an Update and draw even more customers as the place to be!

-Facebook also has a For Sale area, did you know that? If you sell various things online, you can attract traffic back to other items for sale via the Online Classified!

If you want to explore the many advertising options of Social Media, please contact

me and provide your Business, Website Address, and Business Description. Is your business already utilizing Social Media? We can audit or manage it for you to allow you to focus more on your everyday business. Email us today!

---

***Title:*** Market your Bar or Tavern- Social Media Marketing (Bar Social Media Marketing for Bars)

***Advertisement Body:***

Brand Nova Solutions specializes in Social Media Marketing for Bars and Taverns. We utilize cutting-edge social media marketing, branding, advertising and promotional tools to brand within your community and to generate new customer acquisitions and strengthen existing customer relationships for your Bar or Tavern. Check out Brand Nova Solutions

---

***Title:*** Do you want more Profit for your business? Want more qualified leads? Social Media Marketing is the answer!

***Advertisement Body:***

I want to ask you what do you know about the following sites -

FaceBook, Twitter, MySpace, Youtube ?

While you might know the URL for the sites in question, did you know that you could use these Social sites to drive qualified leads to your business?

For small business owners running a business and making a profit is more difficult day by day. Very few business owners have enough clients. Paying for leads,

advertising in the Yellow Pages, running ad's on radio and television are all expensive, and without any guarantee of getting the results you need.

I don't want to sound negative, but that is the reality.

Social Media Marketing is affordably, and more importantly it is guaranteed to work. We are a local business who specialise in delivering results for small businesses in the \_\_\_\_\_ area.

Social Media Marketing is really a very simple concept. Our small team use the most powerful software available to make sure that your message is delivered to exactly the right target audience.

The fact that you have heard about FaceBook, Twitter, MySpace and Youtube should give you some confidence, because your customers have too. They use their computers just about every day – so getting your message in front of them is not going to take long.

We can adapt our campaigns to suit your budget. Give us a try, we guarantee you won't be disappointed.

I am in the office, Monday through Friday from 8.30 am till 5.30 pm. (Phone Number) – you can also visit our website for more information here: (WebsiteURL)

## *Selling over the phone*

When calling a company you will want to remember certain etiquette. First don't be pushy with the secretary, don't tell lies, and don't call during the companies' peak business time. So avoid first thing in the morning, and the last hour of the day.

Ask directly for the business owner or decision maker, if you don't have a name, then you need to explain why you are calling, but rather than start to sell your company, you are going to tell the person that you want to speak to the business owner as in the course of your activity you are finding people who are interested in his companies services, products, etc.

An alternative to this (if the company isn't registered with one or more of the Social Media sites is to explain that you were looking for their company in XYor Z Social Media site, and didn't find their listing, who can you speak to about that.

When you get to the decision maker – introduce yourself "I am NAME, from COMPANY, I wanted to ask you a couple of questions – Do you have a SOCIAL MEDIA SITE ACCOUNT or Blog?

OK (either way its ok) ...

Then you can briefly explain what you/your company does

"We help local businesses to become more visible to their customers by using Social Media sites – Twitter, FaceBook, MySpace, Youtube and Linked-In. Using these sites we are able to drive qualified leads to our customers. It helps establish your Brand, build trust and increase sales. I appreciate now might not be the best time to discuss this in detail so could we schedule a call for DAY / TIME?, I will confirm this with an email, can you confirm your address?"

When you have the address – you can put together the Social Media Visibility Report and send that together with the confirmation of your next call.



## *Selling by email*

If you find leads that you want to contact by email, your challenge is getting your email read. So the subject line is all important. If your email is flagged as SPAM it will not be read at all. So it should be natural.

How can you write a natural email subject – you need to think like a potential customer of the business that you want to contact. So if they are Accountants – Question about Tax Liability, if they are Plumbers – Do you install heating systems?, etc.

Try to be original and vary your approach (but track the results).

The idea you want to convey is that you could be a potential customer or could be bringing them customers ...