

Penheel Marketing

*Marketing solutions for
small businesses.*



Introduction to Social Media for Business

This eBook provides an overview of how you can leverage the power of social media for your business. Becky Livingston will cover LinkedIn profile best practices, along with tips on how to use LinkedIn, Twitter, and Facebook search to help you find leads.



Your small-business marketing firm.

Penheel Marketing specializes in social and digital marketing for small business owners, non-profit leaders, and CPAs.

We work with clients with limited budgets and resources, who want quality services, exceptional client care, solid results, and a great team to work with.

Penheel Marketing is a boutique, marketing firm that takes care of its clients while attending to their needs virtually. This gives us the opportunity to spend our time working on your projects with some of the most talented minds in the profession. We also utilize skill sets from across the country.

When you work with Penheel Marketing, you get exceptional service, personalized care, dedicated professionals, and a staff who may work any time, anywhere.

Our services include:

- **Strategy:** Helping you to define what social media channels make the most sense for you.

- **Metrics & Measurement:** Defining your success/goals and seeing that demonstrated through metrics is a powerful motivator.
- **Blogging:** In many cases, we offer ghostwriting services for many businesses in several industries.
- **Ad Development & Placement:** Online ad placement on platforms such as Google, Facebook, and LinkedIn.
- **Education:** We provide educational services to help you and your staff better understand what's being implemented.
- **Search Engine Optimization (SEO):** To help optimize your website to its full potential, we use keywords and other methods.
- **Website Design & Development:** From start to finish or if you just need some updates, we are here to help.
- **Graphic Design and Copy Editing:** Additional services are available.

Social Media Facts and Figures

According to the Global Web Index Study, there are two key factors driving the social web:

1. Mobile. The number of people accessing social media via mobile has increased 60.3% to 818.4 million users in the past two years.
2. Older user adoption. On Twitter, the 55-64 year-old age bracket is the fastest growing demographic. Facebook and Google+ state that the 45-54 year-old age bracket is their fastest growing.

FACEBOOK

- Daily active users: 665 million
- Monthly active users > 1.1 billion
- 751 million mobile users each month

TWITTER

- The fastest growing social media network in the world.
- 44% growth since June 2012 to March 2013
- 288 million active users
- Over 500 million registered accounts
- Handles more search queries per month than Bing & Yahoo! combined

YOUTUBE

- 1 billion unique monthly visitors
- 6 billion hours of video watched each month
- This channel reaches more adults ages 18-34 than any cable network.

GOOGLE+

- 359 million active users
- Active user base grew by 33% from June 2012 to March 2013

LINKEDIN

- Over 200 million users
- 2 new users join every second
- 64% of users are outside the U.S.

PINTEREST

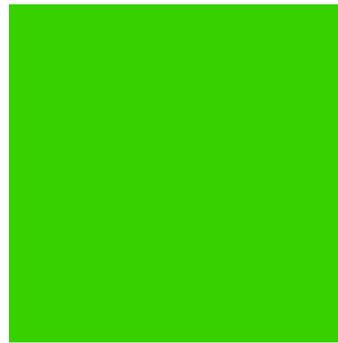
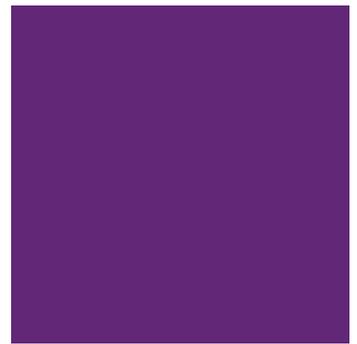
- The fastest growing social media platform to achieve 10 million unique visitors.
- Accounted for 40% of social media-driven purchases by Q2 2012.

ADDITIONAL TIDBITS

According to HubSpot, the nation's leading inbound marketing group, the following are true:

- 43% of marketers have found customers on LinkedIn in 2013.
- 36% of marketers have found a customer via Twitter in 2013.
- Women are more likely than men to check out a brand's page on Facebook.
- Companies that generate more than 1,000 Facebook "Likes" also receive nearly 1,400 website visits per day.

“Every two seconds someone joins LinkedIn”



LinkedIn Profile Best Practices

LinkedIn – The business professional’s network.

LinkedIn is known as the business professional’s network. Below are some best practice tips to consider for your profile before making any moves into the lead generation space.

Photo: LinkedIn images are 80x80 pixels wide. You can upload a larger image, but not too much larger. It’s easier to resize a larger image than a smaller one. Plus a smaller one will look blurry. Avoid group, pet-related, or other unprofessional shots.

Claim Your Name: On your LinkedIn profile page, just beneath the author box with your name, title and photograph, select the “Edit” box. Then select “Edit” next to the link. Choose to “Customize your public profile URL.” Change the link to your name. If it’s not available, try your first initial and last name, just your last name, or first name, middle initial, and last name. The click “Set Custom URL.”

Connect with Existing Contacts: Connect with people you normally interact with, personally and

professionally. Do so using the search feature in the top navigation bar. You can also do this automatically with a connection to your email account. I don’t recommend that, as you may not want to connect with everyone just yet.

Tips: Be personal in your connection request. Write a real note versus using the standard LinkedIn connection message. Don’t indicate you’re a friend if you are not. Leverage the LinkedIn Introduction feature if you are a few degrees (connections) away from meeting the person you want to know. Send a thank you when an invitation is accepted.

Outbound Links: Be sure to include links to your website, blog, social media profiles, etc. when completing your profile.

Join Groups: Not only join them, but be active in them. Givers’ give. The more you give the more you get.



Twitter Profile Best Practices

Twitter – Connecting the World

Though many people don't visit the profile view of a Tweep (person), it's important to have a compelling image there that represents your brand. Add your website link, other social media profile inks, and information about your services. Visit <https://twitter.com/penheel> to see our profile.

Also, completing the profile information helps with people viewing your profile, as well as with branding and search engine optimization (SEO).

MarketingThink.com

SCALE: 160 characters

By @GerryMoran

How To Build The Perfect Twitter Profile

Another MarketingThink.com Social Media Blueprint

Rev. Feb. 25, 2013

Following. Follow people who complement your personal brand and goals

Coaching: Automatically follow people who RT and mention you

Favorites. Favorite 5 tweets weekly to keep this area relevant

Coaching: Use this area to build a short testimonial list from favorites that mention you

Lists. Create up to 20 lists to categorize and follow up to 500 users in each list

Coaching: You can include someone in your list who you don't follow to see their tweets

Pictures. Tweet relevant pictures to complement your profile

Coaching: Take and tweet at least 6 pictures to get the most use from this gallery

TWEETS	<div style="border: 1px solid gray; padding: 5px; margin-bottom: 5px;"> Picture (160kb, 128x128px) </div> NAME @TWITTER_HANDLE TWITTER BIO (160 char) LOCATION LINK TWEETS
--------	---

| FOLLOWING |
| FOLLOWERS |
| FAVORITES |
| LISTS (25 char.) |

Picture. Include professional-like photo with a close up on your smiling face sans pets, boats, QR codes and significant others

Coaching: Include the same photo from your LinkedIn profile for consistency, ensuring you are looking left or directly into the camera

Name & Handle. Keep your handle as close as possible to your name so you can use it as a 'signature'

Coaching: Consider two accounts, personal and business, to address your personal and business goals

Bio. Use 160 characters to create a humanizing description of yourself

Coaching: Treat your bio as SEO copy using relevant keywords

Link. Place your website, blog, or LinkedIn profile here

Coaching: Do not enter "http:www." when entering your URL create a cleaner link listing

Location. Enter the largest and closest area or city

Coaching: Use the location that will show up when others geo-search

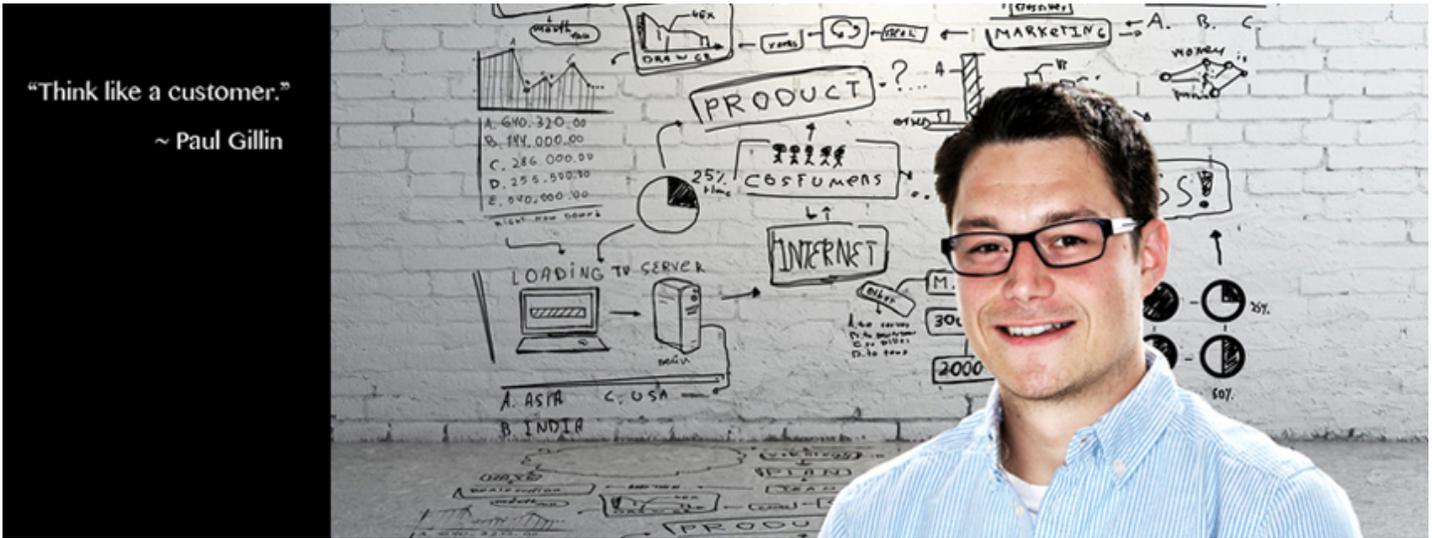
Background. Place a dark-color, horizontal graphic that is no bigger than 1252x626 or smaller than 640 pixels wide to complement the white text

Coaching: Include graphics and copy built into the background to expand your overall profile

MarketingThink.com | Social Media & Marketing Coaching Blog

Please pass this blueprint on to help build better social media messaging throughout the world! Reach me @GerryMoran with any questions!

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Facebook Profile Best Practices

The 1 Billion-Person Platform

Did you know, according to BlogHer, that ninety-three percent of adults in the United States are on Facebook? It's not about getting the fans as much as it is about converting those fans into leads. It boils down to getting them to your website, submitting forms, and buying services. Do you want leads or do you want customers? Customers entail a different kind of relationship—one that's worth its weight in gold, and in many instances the effort.

The image at the top of this page is the Penheel Marketing Facebook cover photo. We also use this image on our website, homepage slider. This demonstrates consistency with our brand, and also shares one of our values "Think like a customer." If there is content on the page, it should resonate with customers.

Tips for a Great Facebook Business Page

- ✓ Create engaging content
- ✓ Post content worth reading
- ✓ Page visibility – let everyone know you have a page
- ✓ Be a responder. Respond to users.
- ✓ Consider advertising
- ✓ Create a group for your business, or join groups as a business.

Best Practices for a Business Page

- Be interactive, fun, and helpful. Offer advice and tips about your product or service. A great way to do this is with short video clips.
- Offer a sneak peak. Tell your fans about a new product you're working on and engage them in the process.
- Share interesting industry news that your target market is looking for.
- Avoid overselling and being salesy. Use the 80/20 rule of sales messages / content or connection-related messages.



Best practices for a basic but effective LinkedIn Profile

John Doe
Senior Manager at ABC Industries,
North America's largest manufacturer of
biotech components

Email john.doe@abcindustries.com

Websites [Company Website](#)

[linkedin.com/in/john-doe](#) [Edit Contact](#)

BACKGROUND

SUMMARY

John Doe has built a 15+ year career as a catalyst for change in some of North America's most well recognized biotech companies, including his current role as Senior Manager at ABC Industries.

Email John with questions about doing business with ABC, reference requests, or to get back in touch:
john.doe@abcindustries.com

EXPERIENCE

Senior Manager
[ABC Industries](#)
2009 — Present (3 years)

- Oversees human resources function
- Dropped the number of bad hires 46% by adopting a new training program

Headline
Don't just state your title, show readers what you and your company can do for them

Photo
Adds a lot of credibility, so make sure you have one
Needs to be a high-quality (no webcams) head-and-shoulders shot

Contact Information
Include (at least) your work email address and company website

Public Profile Link
Make sure to customize for easy sharing and linking

Summary
Write in full sentences and use the third person (say your name!)
Introduce yourself and what you've accomplished in your career
Use a call to action: tell the reader what they should do next

Experience
Include your current role and (at least) your last role to show depth of experience
State what you do and show your achievements (but avoid using jargon)

General tips
Keep the tone professional but conversational (more casual than a resume or cover letter)
Avoid acronyms (Vice President vs. VP)
Add your profile link to your email signature

Check out my profile(s) at www.Linkedin.com/Bmliving (for social media) or www.Linkedin.com/BeckyLivingston (for finance).



Putting LinkedIn to Work for You

When working with LinkedIn, use a “relationship” mentality; meaning treat it like a business relationship.

Think of it as your trail to becoming considered a thought leader in your “space”. Look where you’re building influence, which is the right thing to do when it comes to attracting leads and people for your business.

The main goal is to be consistently visible and valuable to your network and those who are joining LinkedIn.

QUICK TIPS

- Complete your profile. The more you have here, the more likely you’ll be recognized by others.
- Professional photo.
- Post 3-5 times per week.
- Concentrate on 3 – 5 groups at a time.
- Leverage “LinkedIn Today” for content relevant to your target market.

GENERATING LEADS WITH LINKEDIN

It’s important to build a rich personal profile on LinkedIn so prospects understand what it is that you do and the services you can provide. Be clear about how you can help them find a solution to a challenge.

The Process

1. Build a great personal profile.
2. Activate the profile and begin sharing interesting, valuable, and helpful content.
3. Be visible! Post 3-5 times per week to keep your name top of mind. Spend 10 minutes per day on LinkedIn, with a focus and purpose, e.g., sharing a news story, making a connection, answering a question in a group, posting a discussion topic in a group, etc.
4. Be thoughtful in how you promote your content.

Tip: It’s NOT about selling. It’s about providing great information and being seen as a thought leader.

Growing Your Network

Leverage other social media profile contacts, such as Facebook and Twitter, to increase your LinkedIn connections. Connect with:

- Industry peers
- Clients
- Prospective Clients
- Community Leaders
- Anyone you know that you may have a good reason to connect with.

Consider using LinkedIn’s “InMail” feature, which gives you the ability to send a direct message to any member of LinkedIn, regardless of your connection status. Have a good reason to connect. It shouldn’t just be a sales pitch. Note: This is a paid, monthly service and is part of the Premium package.

Blog Content Sharing

For many of us, LinkedIn is an additional “mouthpiece” for sharing our exceptional content. When doing so, be sure to write a variety of discussion topic lead sentences and supporting paragraphs; then use them in a variety of groups. Think of it this way, if someone is in several groups with you and they see the same story headline posted in several groups, it looks like spam and is rather impersonal.

Example:

You’re sharing a blog posting about “10 Tips To Gain Followers on LinkedIn.” That would be the discussion title, but also use keywords within the story to mix it up. Also use a variety of supporting paragraphs to mix up the message.

This technique helps to keep the content fresh for connections, increases the likelihood the search engines will pick it up, and increases search engine optimization (SEO) for your site content.



Putting Twitter to Work for You

Twitter is the social media tool that allows you to post content in 140-character bites.

However, there is some etiquette to using this tool:

1. If you're active on Twitter, let people know. Put your handle (@Penheel) in your email signature, website, eNewsletter, etc.
2. Keep Tweets interesting, informative, and fun.
3. Don't just talk. Listen.
4. Never spend all your time talking about your business. Too salesy and pushy is a turn off.
5. Quality followers beat the quantity of followers.
6. Register your username before someone else does.
7. Use primary keywords in Tweets and hashtag terms, e.g., #Marketing #Mortgage
8. Avoid over tagging. Three hastaged terms per Tweet is enough.

GENERATING LEADS WITH TWITTER

Twitter is a wonderful community engagement tool that allows you to quickly Tweet with people all over the world. It's become known as the new "news" channel, where people turn to get an up-to-the-minute status on events and trends. Tip: Trending topics on Twitter change throughout the day.

The Process

1. Complete a profile, including a location and several keywords. For example, Becky Livingston NYC-Area #MarketingPro, #GraphicDesigner #Entrepreneur
2. Though you have 140 characters per Tweet, use only about 100-120 characters to ensure the whole Tweet may be reTweeted.
3. Tweet several times per day, but not all at once. Consider using a scheduling tool, like HootSuite, to help you schedule posts throughout the day.
4. Listen. Respond. Avoid pushing content only. Engage in the conversation by answering people's Tweets and sending messages to others using their handle, e.g., @Penheel
5. Use URL shorteners to keep Tweets short.

Growing The Network

1. Use the advanced search feature to search for keywords related to your services, company, industry, or target market. Set search parameters. *Example:* You can search for Tweets that only include questions or Tweets being sent near a specific location. Access the advanced search feature at <https://twitter.com/#!/search-advanced>. Look for people asking questions about your industry, competitors, or services.
2. Leverage "Similar To" lists. When viewing someone's profile, you may see the "similar to" lists on the left side. Click the header to expand the list and see a whole new group of people similar to the profile you're looking at. Follow those profiles of interest.
3. Subscribe to a List. Many people subscribe to an industry-specific list, or topical list. Find a list related to your target market and search through it for new leads. Tip: Find lists created by industry influencers.
4. Join industry TweetUps and chats. Twitter chats are pre-scheduled and take place on Twitter using a hashtag. For example there is a social media chat each Wednesday at 1:00 p.m. ET. Find it using #smchat.
5. Follow Tweets to blog content. Many bloggers promote content on Twitter with a link. Follow the link and comment. Scroll through the commenters to see if there are any potential leads. You can leave a comment and it also gives you a great way to engage with potential leads as well.

Example: Hi [insert handle or name]. I recently saw your comment on [blog post/link] and think you're on to something here. Let's connect on [social media platform] to continue the discussion.



Putting Facebook to Work for You

Many people think Facebook is about personal pages and connecting with friends, sharing photos of their kids, etc.

However, when using it for business, you want to create a business page that reflects your services, strives to share creative and engaging content, and more.

Tips:

1. Tell your story in your own voice—the brand’s voice.
2. Share rich content, such as photos, video links, and content links.
3. Create a dialogue with open-ended questions, posts, and photos that people want to comment on.
4. Listen. Reply. Facebook is about engagement maybe more than any other platform. It’s not a one-way communication channel, but a two-way conversation.

GENERATING LEADS WITH FACEBOOK

The Process

1. Start by exploring other pages on Facebook using the Search bar. Click on the “Pages” filter on the right side of the page and enter a keyword or competitor’s page name to see how they are doing things. Look at their posting schedule, content types, number of people posting on the page, and what’s getting the most clicks, e.g., video, content, photos, etc.
2. Create a robust Facebook profile, using the full imagery options available in the cover image and profile image.
3. Create a vanity URL so your Facebook page is easy to remember.
4. Create a content calendar. Post at least once a day, or on a schedule so your followers know when to expect messages.
5. Focus on engagement, using open-ended questions, photos that are of interest to your target market, helpful tips, links to articles that your audience will “like” and “share.”
6. Use a call to action, such as “like this post” or “share it with friends”.
7. Make it fun, without overselling.

Growing The Network

1. Invite everyone you know to “Like” your Facebook page. Some will do it; others won’t. Use the “Build Audience” link on the business page to locate contacts.
2. Use Facebook Graph Search to locate new leads. In the search box, type a keyword, such as “mortgages” or “moving sale” to see who is moving.
3. Add comments on other Facebook pages to help draw readers into your page.
4. Place the Facebook link on all other social media platforms.
5. Use contests to draw fans in. Reward them with Cyber-awards like a badge they can put on their page.
6. Add the Facebook “Like” button to your website, eNewsletter, and email signature.
7. Become part of an external social media networking community. Find communities of interest and connect with them. In many cases, community members will like your page.
8. Consider Facebook advertising.

“61% of consumers who connect with brands on social networks expect a discount.” HubSpot

Tweet Cheat Sheet

-  Tweet on the days that are best for your industry (which are often weekends). Leverage the scheduling functionality of tools like ConversationBuddy™ to automatically publish planned Tweets.
-  Use both Facebook and Twitter to create an “always on” conversation. Engage with followers on Twitter during “busy hours” (7 AM - 8 PM), but post to Facebook fans during “non-busy hours” (8 PM - 7 AM).
-  Tweet four times per day or less.
-  Use less than 100 characters per Tweet.
-  Add links to Tweets to drive higher Retweet rates.
-  Ensure links are clickable by placing a space before the URL.
-  Include hashtags in Tweets, but don't use more than two per Tweet.
-  Use images to drive the highest engagement.
-  Use a “Retweet” or “RT” call to action to prompt followers to Retweet, spelling out “Retweet” to get the highest engagement.

Conclusion

If you look at all the platform's tips and techniques, several themes begin to appear—creating a content calendar, know your strategy, follow and listen, etc. When working with social media platforms, it is important to keep in mind that it's a two-way communication vehicle meant to benefit the business and the fan.

Social media is not for the faint of heart. It's like a yeast-bread-dough. It needs nurturing, attention, food, and protection to turn out well. Keep that in mind when determining which network makes the most sense for your business.

Remember to create business pages where you know your customers are. If you start to communicate in a place they do not frequent, you've just made your job a lot harder.

Take Aways

- ✓ Complete the profiles to the fullest.
- ✓ Create a content calendar.
- ✓ Outline your strategy.
- ✓ Post compelling content in a variety of formats, such as text, videos, images, and more.
- ✓ Link to other people's content.
- ✓ Spread the word about your new social presence.
- ✓ Spend 10 – 30 minutes a day checking out what's happening on groups.
- ✓ Post content 3-5 times per week in LinkedIn.
- ✓ Refresh profile images a couple times per year.
- ✓ Ask questions!



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