

Selling Using Social Media



Activity Book

About the Presenter – Becky Livingston



Becky Livingston is the President and Founder of Penheel Marketing. Her company specializes in social and digital marketing for small businesses, non-profits, and CPA firms with a particular interest in building/expanding an online brand, increasing web site traffic, and developing a strategic marketing plan that leverages digital marketing.

With 25 years of marketing and communication experience in the engineering, technology, and financial services industries, Becky has been a leader in helping teams to reach their goals through effective and strategic communication and marketing execution.

A frequent social media and digital marketing speaker, Becky also enjoys teaching social media to a variety of non-profits in the North Bergen and Rockland, NJ and Westchester, NY counties. She teaches the “Social Media Certificate Program” at Bergen Community College, and is a guest lecturer at Pace University and Westchester Community College in areas of digital marketing and branding.

Becky holds a Corporate Training Certificate from New York University, a master’s degree in Information Systems from PACE University, an undergraduate degree in Marketing Communications from the State University of New York—Geneseo, and an Associates Degree in Mass Communication from Monroe Community College.

Connect with Becky’s firm on Facebook, LinkedIn, Google+, Twitter, Pinterest, and YouTube. Her company website is <http://Penheel.com>.

She is also an avid dog lover and shoe aficionado; thus the “heel” in Penheel marketing.

Contacting Becky

Email Becky at Becky@Penheel.com or call the office at 201-785-7840.

LinkedIn
www.linkedin.com/in/bmliving/

https://www.linkedin.com/company/penheel-marketing?trk=top_nav_home

Twitter
[@Penheel](https://twitter.com/Penheel)

YouTube
<http://www.youtube.com/user/PenheeMarketing>

Facebook
<https://www.facebook.com/PenheelMarketing>

Google Plus
<https://plus.google.com/u/0/108049520050397197674/posts>

Pinterest
<http://www.pinterest.com/penheel/>

Activity #1 – Buyer Persona

Choosing your social media platform based solely on trends will get you to spend more time and money than you may need. It's important to **KNOW** where your target audience is and who they are before jumping into any social media efforts. Any good social media or marketing person will ask you who your target audience is before doing any work for you. If he/she does not, that's a **red** flag.

Before choosing a platform, you must be able to describe your **ideal client or target market**. Use the note space below. The more you know about your ideal client, the better off you'll be picking the right social media platform to start with.



Age Range : _____ Male /Female %: _____
Where do they live: _____
What are their hobbies? _____
How much money do they make? _____
Do they have children? If so, how many / How old? _____
Where do they vacation? _____
Tell us more about your ideal client? _____

What are your **business objectives and the social media objectives** to support the goals?
Example: Increase new customers by [%] within the next six months (April 2015) within [niche] industry.

- Social Goal: Increase online exposure using social media platform [Name the Platform], to share information and tips about our brand. Post 3x / wk on this platform with engaging content and images and/or video.

What is your **monthly/annual budget** to spend on marketing and social media efforts?
\$ _____

What is social media marketing?

Social media marketing is a recent component of organizations' integrated marketing communications plans. Integrated marketing communications is a principle organizations follow to connect with their targeted markets.

Is Your Company Set Up for Social Marketing?

Take five minutes to complete the checklist below to make sure you've covered all the initial basics before getting started with social media marketing in your business.

The more items you check, the better prepared you are.

- My company has clear goals for social marketing?**

Be specific and keep the objectives in mind when developing initiatives for your company. It's important to understand the company's brand, its marketing methodology, and how the staff will execute the initiatives to meet goals and to measure metrics.

- We have the human resources to commit to social marketing.**

Before you begin, know this is a commitment, something that has to be managed, executed, tracked, and measured. It's about real-time response in some instances, and requires frequent if not constant updates.

- We produce quality content that will sustain our social conversations.**

Content is what the social media platforms are all about. Review the content you may have. Identify what you can use in the "now" and what may become re-purposed content that may be used over and over. Put a plan in place to produce content, like blogs, video, checklist, how-to's, graphics, and more.

- We know which social media sites are popular with our target market.**

You must know this before you begin or you'll be wasting precious time, energy, and resources trying to figure it out. Spend the time up front to identify the social platforms where your "people" spend time.

- Our website is prepared for social and mobile interaction.**

Make sure your website is ready for the social media attention it will soon get. Consider the experience of using social media to only land on a site that forces me to search for the content I seek. Users will not appreciate that.

- We are ready to leverage social media marketing in our buying process.**

Social media is not just about the top of the sales funnel. It may be incorporated into all levels, right down to the sale.

- We are committed to using social media in our marketing efforts.** No matter what type of campaign you may be running, be sure to include social sharing and encourage relationship building.

Traditional Sales Cycle



Choosing a Social Media Platform

The top five platforms we'll be looking at throughout this course are:

- ✓ Facebook
- ✓ Twitter
- ✓ Pinterest
- ✓ LinkedIn
- ✓ Google Plus



How to Choose?

However, I'll also be talking about video platforms like YouTube and Vimeo, and other social media platforms that are making a mark, such as SnapChat and Instagram.

What social media platform is best suited to your business? Choosing a platform is more than shooting a dart at a board or picking something based on a trend. A lot of thought must go into which platform you choose, why, and when you begin to mix in other to support your efforts.

I recommend to all my clients new to choose one social media platform to begin with; do it well; and then move on to other platforms.

In some cases they listen, in others they do not. When they don't listen, they begin to feel spread too thin and they get frustrated when things don't work or they are spending too much time "doing social."

In addition to top social media sites, there are other social sharing sites that are great for business, including:

- YouTube, Vimeo, & Vine [video]
- Slideshare [presentation and document sharing sites]
- Instagram & SnapChat [photo and image share]
- Buzz Feed, Tumblr, Reddit [Q&A sites]

And methods:

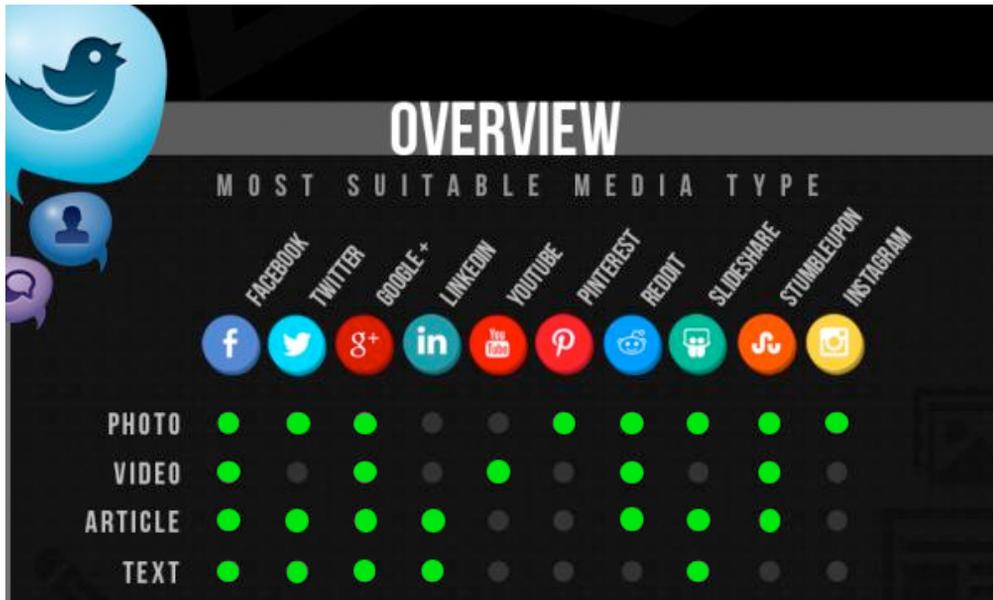
- Blogging
- Commenting
- Bookmarking
- Podcasting

Social media is not meant to be a silver bullet. It's meant as a tool to increase brand awareness, to offer steps to lead generation, and to support your other online and marketing efforts.

AtAGlance

We have talked a lot about social media platforms, their use, and demographics. There is so much more that could be said. I recommend reading additional materials to help you determine the type of platform the fits your business needs, and most importantly is the platform of choice for your target market.

This chart is a snapshot of the platforms we've been discussing. The green bullets may be used to identify the platform that aligns with your target market from Activity #1.



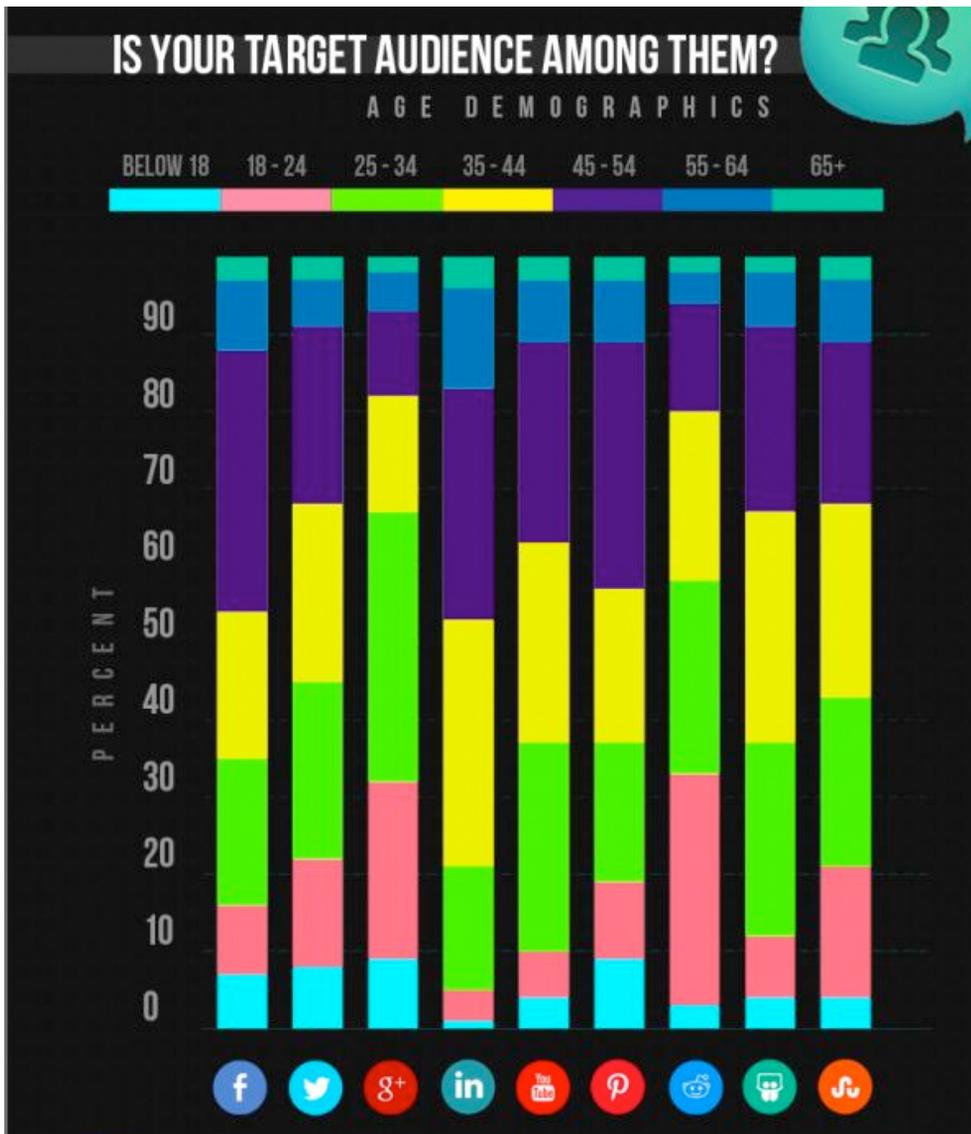
What type of media do you plan to create and share on your company page profiles? Add them to the chart below. Your answers will influence the platforms you choose for your business.

Media Type (e.g., Photo, video, text)	Platforms it works on (e.g., YouTube, Twitter)

Is your target here?

In addition to the type of media used on a platform, you must also consider the age demographic by platform. This chart will help you define the platform for your business by age.

Which ones does your target audience align with? _____

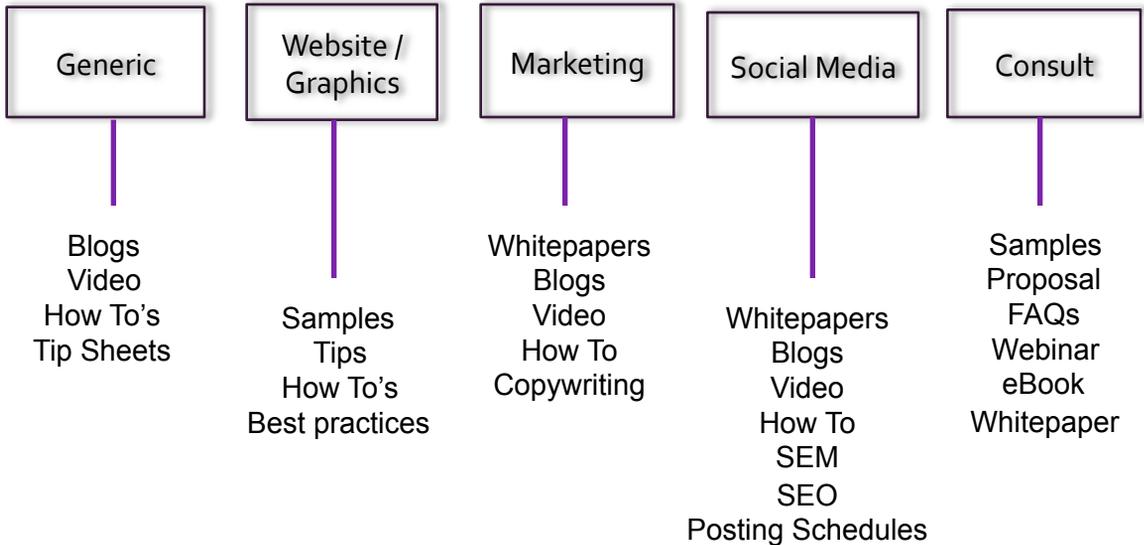


The Buying Journey, cont.

New Way to Define Campaigns

To start, you'll only need four or five categories – start small, or you'll get overwhelmed. In the below examples, I have stripped down some client specifications to the bare minimum, just to show the categories of content they decided to use.

1. Create content categories



2. Match Content to Your Categories, Creating “Streams”

Organizing Content

Order	Name	Link	Type	Topic
1	Early/Mid Nurture Marketing - DG2MA	https://app-k.marketo.com/#EM36328B2	Educational	Marketing Automation
2	Early/Mid Nurture Marketing - Tactical Social Marketing Plan	https://app-k.marketo.com/#EM28461B2	Educational	Social Marketing
3	Early/Mid Nurture Marketing - Amplify Inbound Marketing WP	https://app-k.marketo.com/#EM30109B2	Educational	Inbound
4	Early/Mid Nurture Marketing - DG2MM	https://app-k.marketo.com/#EM24673B2	Educational	Marketing Metrics
5	Early/Mid Nurture Marketing - Graduate from Email to MA Demo CTA	https://app-k.marketo.com/#EM33682B2	Hard Promotion	
6	Early/Mid Nurture Marketing - DG2LN	https://app-k.marketo.com/#EM24676B2	Educational	Lead Nurturing
7	Early/Mid Nurture Marketing - DG2SM	https://app-k.marketo.com/#EM35124B2	Educational	Social Marketing
8	Early/Mid Nurture Marketing - Creating Content that Sells	https://app-k.marketo.com/#EM24680B2	Educational	Content
9	Early/Mid Nurture Marketing - DG2EM	https://app-k.marketo.com/#EM35130B2	Educational	Event Marketing
10	Early/Mid Nurture Marketing - Buyer's Kit	https://app-k.marketo.com/#EM24996B2	Soft Promotion	Marketing Automation
11	Early/Mid Nurture Marketing - Weekly Live Demo Accelerator	https://app-k.marketo.com/#EM32507B2	Hard Promotion	Marketo
12	Early/Mid Nurture Marketing - DG2LS	https://app-k.marketo.com/#EM24678B2	Educational	Lead Scoring
13	Early/Mid Nurture Marketing - Creation to Conversion	https://app-k.marketo.com/#EM28401B2	Educational	Content
14	Early/Mid Nurture Marketing - DemandGen Success Kit	https://app-k.marketo.com/#EM24675B2	Educational	Demand Generation
15	Mid Nurture Marketing - Secret Sauce to Demand Generation	https://app-k.marketo.com/#EM24997B2	Educational	Demand Generation
16	Early/Mid Nurture Marketing - Sirius MA 2013	https://app-k.marketo.com/#EM36347B2	Soft Promotion	Marketing Automation
17	Early/Mid Nurture Marketing - Dinner/Demo Accelerator	https://app-k.marketo.com/#EM33443B2	Hard Promotion	Demo
18	Early/Mid Nurture Marketing - Visual Content Marketing Webinar	https://app-k.marketo.com/#EM28131B2	Educational	Visual Content
19	Early/Mid Nurture Marketing - Building Effective Landing Pages	https://app-k.marketo.com/#EM24672B2	Educational	Landing Pages
20	Early/Mid Nurture Marketing - 10 Tips for Marketing and Sales Alignment	https://app-k.marketo.com/#EM24686B2	Educational	Marketing and Sales
21	Early/Mid Nurture Marketing - Thinking Outside the Inbox	https://app-k.marketo.com/#EM24683B2	Educational	Email Marketing
22	Early/Mid Nurture Marketing - Dawn of Marketing Automation Video	https://app-k.marketo.com/#EM38922B2	Soft Promotion	Marketing Automation
23	Early/Mid Nurture Marketing - Email Marketing and MA in Complex Buying Processes	https://app-k.marketo.com/#EM25000B2	Educational	Email Marketing
24	Marketing - Practical B2B Lead Gen - Sherpa	https://app-k.marketo.com/#EM24692B2	Educational	



The Buying Journey, cont.

3. Match Leads to Streams

- Demographic information
- Behavioral data
- Deliver relevant content to the lead
- Make a list of triggers
 - Behaviors to move a lead from one stream to another

Now that you have your nurture streams, make sure you're putting each lead in the right stream. You can use a combination of demographic and firmographic data, as well as behavioral data, to deliver the most relevant, engaging content to your leads. Once your streams are in place, you can make a list of triggers — behaviors that indicate a lead should be transitioned from one stream to another. For example: if someone visits your pricing page three times within a week, you might want them to be transitioned to an accelerated, more aggressive stream. Your marketing automation platform will listen for these triggers, and transition leads accordingly.

Example

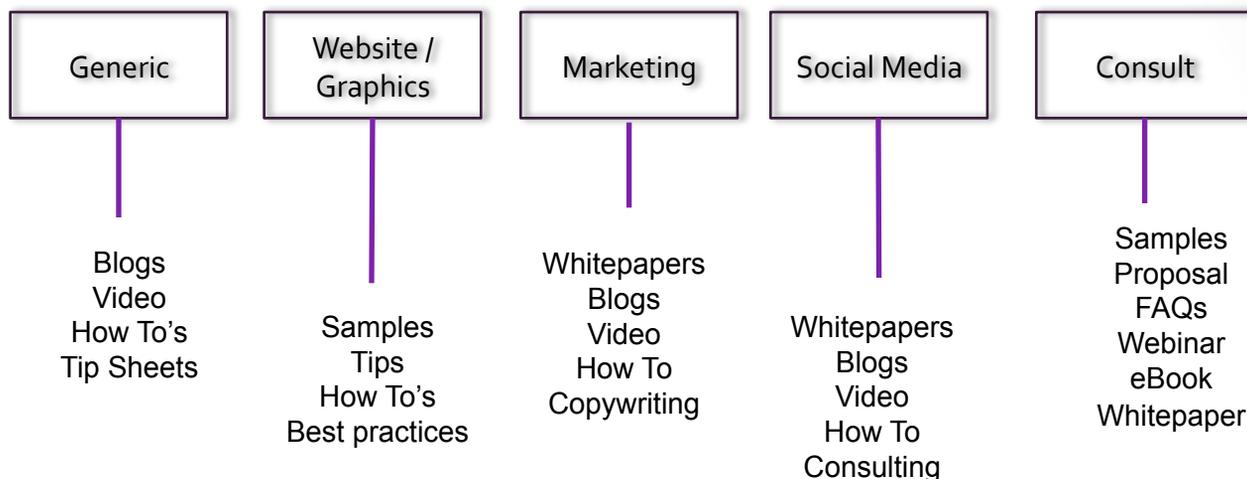
1. Assets

- Whitepaper, eBook, video, slide deck, sample kit, checklist, webinar, FAQs, data sheets, free trial, demo, consultation, coupon, proposal

2. Categories

- Generic
- Solutions
 - Email
 - Social Media
 - Marketing
 - Website Design
 - Speaking Engagements
 - Blogging
 - Online advertising
 - Copywriting
 - SEM
 - SEO

The Buying Journey, cont.



3. How Often & Method

This is a marketing campaign diagram, but each of these elements for each category may have started as a social media post. As a person works his/her way through the sales funnel, they will move into a category lead, where you need to connect with him/her to begin the sales process.

CATEGORY	1 ST CONTACT	2 ND CONTACT	3 RD CONTACT	4 TH CONTACT
Generic	24 – 48 hours email	Week 3 email	Move to new stream or end	n/a
Website Graphics	24 – 48 hours email	Late Week 2 call	Lead secured	n/a
Marketing	24 – 48 hours email	Late week 2 call	Early week 4 call	Lead secured
Social Media	24 – 48 hours email	Late week 2 call	Early week 4 call	Lead secured

Activity #1

1. Think about your assets – the stuff you can give away. List them.

2. Create the content categories

3. Put the assets in various parts of the lead stream – assets can go in more than one category

4. Determine how often to contact the lead stream and by the method

CATEGORY	1 ST CONTACT	2 ND CONTACT	3 RD CONTACT	4 TH CONTACT

Driving Traffic

There are three ways to deal with driving traffic.

1. Paid advertising: Google, Bing, or Facebook advertising.
2. SEO, which is really search: creating content and information that gets discovered via the search engines that drives folks to your site.
3. Your email list – we'll assume you have one. If you don't, I suggest that you start building one because that's readily-made permission with your potential clients to contact them on a regular basis. Then what you can do is message them in a way that shows the value of what you're offering and drives them to particular landing pages.

Here's are some ways to create **content** to support those efforts.

1. Paid Advertising – Google, Bing, Facebook, etc.
2. Search Engine Optimization (SEO)
3. Email
4. Blog Posts
5. Video
6. Presentations / Speaking engagements
7. Advertising on referral sites
8. Traditional marketing – radio, television, newspaper
9. Events

Getting Started Checklist

If your website is built on a template format, there may already be a landing page design included. If not, do our research and look for templates you can use.

If you don't know how to create a web page or landing page, work with an experienced web developer to ensure your page is created effectively and delivers the results you seek.

- Leverage a template to create the landing page.
- Write SEO-infused copy and headlines.
- Use a compelling image that correlates to the content on the page.
- Mirror the headline from the ad to the page.
- Keep the form simple.
- Ensure the form "Submit" goes to a *valid* email address that is monitored frequently.
- Use a call-to-action that makes sense for the audience.
- When you get a lead, follow up within a reasonable time, i.e., 24-72 hours.
- Measure the page's results using website analytics.

Text Ads and Keywords

Healthcare Promo Products
<http://IntPromo.com/Sanitizer>
Hand sanitizer. All types, colors,
& sizes. Call today for pricing!

Stay Healthy This Fall
<http://IntPromo.com/Sanitizer>
Order hand sanitizer for patients.
Loads of colors & styles. Low costs

Hand Sanitizer for Travel
<http://IntPromo.com/Sanitizer>
Pocket sized. Loads of colors &
Bulk orders? Call today! Gr8 prices

Keychain Hand Sanitizer
<http://IntPromo.com/Sanitizer>
Lots of colors, styles, sizes. Get
yours w/ logo & color. Order now!

Tinted Hand Sanitizer
<http://IntPromo.com/Sanitizer>
1/2 oz. Loads of Colors & Styles.
Mix & match your brand colors.

Logo'd Hand Sanitizers
<http://IntPromo.com/Sanitizer>
Perfect for tradeshow & gifts.
Keep health top of mind. Low cost

- non alcoholic hand sanitizer
- 3m hand sanitizer
- nexcare hand sanitizer
- hospital grade hand sanitizer
- purell automatic hand sanitizer dispenser
- medical hand sanitizer
- Clip cap hand sanitizer
- Hand sanitizer spray pump
- pocket pump hand sanitizer
- tinted hand sanitizer

- hand sanitizer with caribiner
- pen hand sanitizer
- hand sanitizing lotion
- keychain hand sanitizer
- hand sanitizer kit
- healthcare promotional products
- health promotional products
- health promotion products
- promotional health products

Notes:

Activity – Landing Page

1. Create a landing page with text and image ****concept only****
2. Create a complementary ad to drive traffic to the landing page – text and graphical (concept only)
3. Think of the keywords associated with the ad
4. Where in the funnel is your ad – top, middle, bottom

Text Ads - Guidelines

Headline (25 characters, so special characters)

Display URL (what the ad will actually show) 35 Characters

1st line of text (35 characters)

2nd line of text (35 characters)

[full URL, which is the actual landing page URL]

[Headline] _____
[Display URL] _____
[1st Line] _____
[2nd line] _____

Graphical Layout

See the blank graphical layout on the next page to complete the activity. Elements include the following:

- [Logo]
- [Headline]
- [Subhead]
- [image]
- [About Product / Bullets]
- [Form Fields]
- [Call to Action]

LOGO

Headline: Matches what was clicked.
Subhead provides additional information.

Image or video related to the content.

Short paragraph with supporting information. Keep this to two to three sentences.

1. First feature written in the form of a benefit.
2. Second feature written in the form of a benefit.
3. Third feature written in the form of a benefit.

Optional: Customer testimonial works well here to demonstrate social proof.

Form Headline

Short paragraph clarifies the purpose of the form, and what you're giving in exchange for the personal data.

Name

Email

What problem do you need help solving?

Call to Action

[Read our Privacy Policy.](#)

Activity – Your Turn, cont.

The image shows a large rectangular frame with a thin black border. Inside this frame, there are three smaller empty rectangular boxes, also with thin black borders. One box is positioned at the top, spanning the width of the frame. Below it, there are two boxes: one on the left side and one on the right side. The right-side box is taller than the left-side box. These boxes are intended for a drawing or writing activity.

Defining and Using Keywords

GOURMET COFFEE BEANS	SHADE-GROWN AND ORGANIC COFFEE BEANS	FLAVORED COFFEE BEANS
KEYWORDS:	KEYWORDS:	KEYWORDS:
<ul style="list-style-type: none"> gourmet coffee beans gourmet coffee coffee beans 1 best coffee French roast coffee gourmet decaf coffee 2 rich whole coffee beans high quality dark coffee beans cheap coffee buy coffee beans 	<ul style="list-style-type: none"> organic 3 "coffee beans" shade grown coffee shade grown coffee beans 4 [organic coffee] natural coffee 5 buy coffee beans -free 6 -cheap 	<ul style="list-style-type: none"> 7 coffee chocolate coffee beans flavored coffee vanilla coffee full-flavored imported coffee flavored coffee beans hazelnut coffee beans

1. Keywords like best coffee and cheap coffee don't give enough detail about the product or products being offered.
2. Keywords like rich whole coffee beans, high quality dark coffee beans, and full-flavored imported coffee may be too specific to be effective.
3. Phrase match keywords like "coffee beans" let you target only people whose searches contain the exact phrase you specify.
4. With exact match keywords like [organic coffee], you can show your ad only when someone enters a search query that is identical to your keyword.
5. Listing the same keyword more than once in a single campaign works against you (our system interprets this as increased competition for this keyword, resulting in a higher CPC for it).
6. Negative match keywords like -free and -cheap let you prevent your ad from showing for searches that contain those keywords.
7. Coffee may be too generic to be a good keyword.

Writing Ads and Calls to Action

- Include the keyword in the **headline** (the keyword will appear in bold when the ad displays)
- Description text should include **benefit(s)**, e.g., bulk discount, hand crafted, unique
- Include a **call to action**, e.g., join now, while supplies last, order today, get it now
- Display URL (the one searcher see) should include the keyword
- Actual URL must be an online URL on ***your*** site.

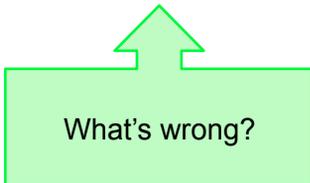
Call to Action

- A **call to action** has a main purpose – to get a visitor to your site to *do something*.
- It is **vital** to the success of your ad.

1A

- 1 **Frothing Latté Bean**
- 2 We have many different types of coffee beans that you'll luv.
www.frothing-latte-bean.com

- 3 Destination URL:
www.frothing-latte-bean.com



1B

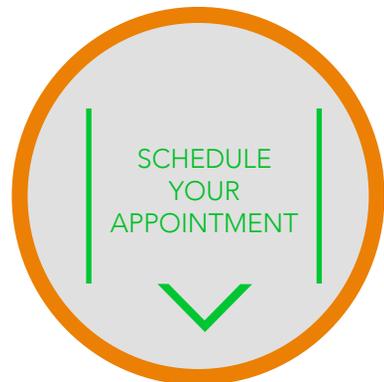
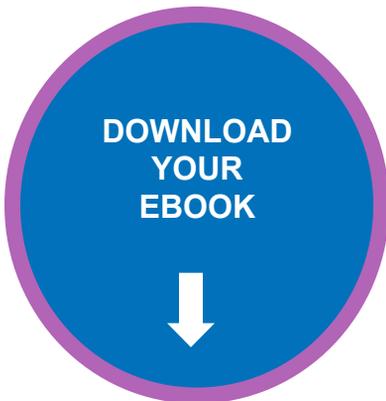
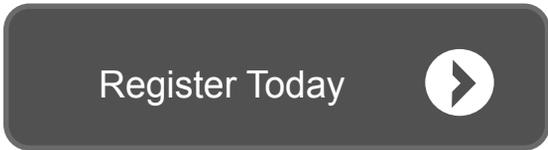
- 4 **Gourmet Coffee Beans**
- 5 Premium coffee beans, French roast, specialty blends. Buy now.
www.frothing-latte-bean.com

- 6 Destination URL:
www.frothing-latte-bean.com/gourmet_coffee.html



1. What's Wrong: This headline focuses on the company's name instead of on core selling points and the keywords that trigger it.
2. What's Wrong: This description is too general – it would be much better if it focused on specific products or services offered by the company – and doesn't contain a call to action. In addition, luv isn't a real word, and so wouldn't meet the AdWords editorial guidelines.
3. What's Wrong: This destination URL leads to the company's home page, rather than to a page promoting a specific product or service.
4. What's Right: This headline focuses on the specific offering, and contains relevant keywords.
5. What's Right: This description details specific product offerings and benefits.
6. What's Right: This destination URL leads to a landing page related specifically to gourmet coffee beans.

Calls to Action - Samples



How a social sharing schedule can double your traffic.

How A Social Sharing Schedule Will Double Your Traffic

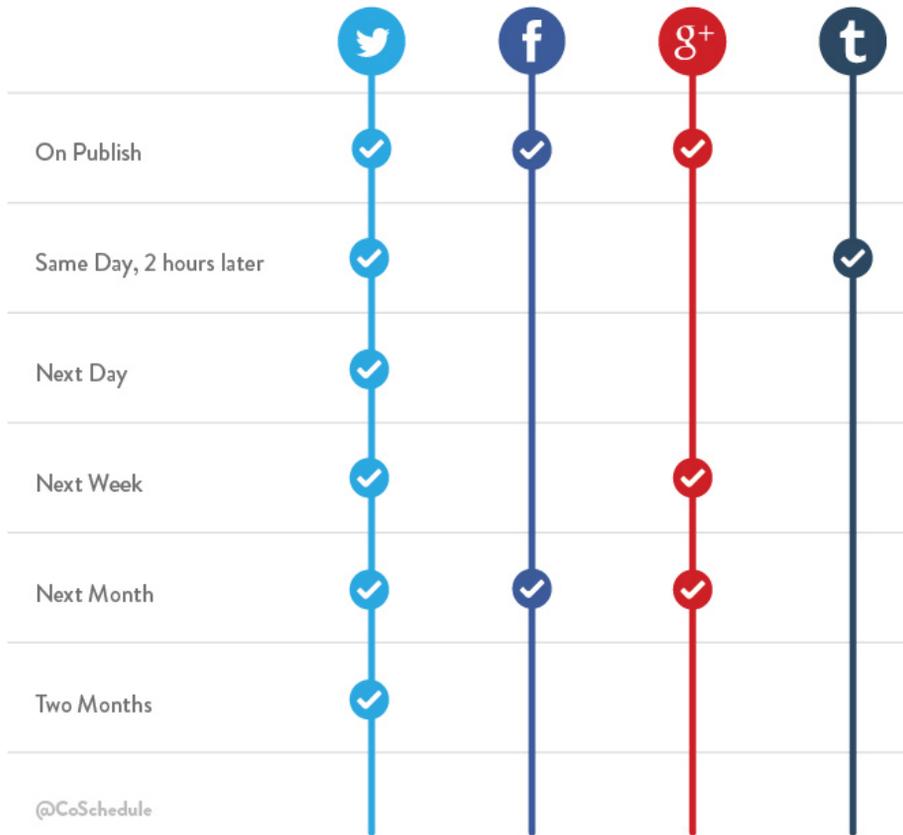
			
First Message (Same day)	5 clicks	10 clicks	4 clicks
Second Mention (Next day)	4 clicks	8 clicks	3 clicks
Third Mention (Next week)	2 clicks	5 clicks	2 clicks
Total clicks:	11 clicks	23 clicks	9 clicks

@CoSchedule

First Message Clicks:	19
Additional Clicks From Schedule:	24!
Total Clicks:	43

Scheduling, cont.

A Social Sharing Schedule Timeline



Sample Calendar for 1 piece of content.

Use what's best for your brand!

Who is Penheel Marketing?

Social media and digital marketing consulting firm for CPA firms, small businesses, and non-profits.

[http://
Penheel.Com](http://Penheel.Com)



Blogging

Create blog content quickly while getting SEO tips and best practices pointers.



Social Media

Publish content to your social accounts, then nurture leads based on their social engagement.



Marketing Analytics

Website analytics, online advertising analytics. See which sources are generating the most leads.



Search Engine Optimizations

Improve your rank in search engines by finding and tracking your most effective keywords.



Email

Send personalized, segmented emails based on any information in your contact database.



Lead Management

Track leads with a complete timeline-view of their interactions with your firm.