



Social Marketing

Using social media to generate leads and improve ROI





People spend more time on social media than they do emailing, shopping, and online gaming combined.

Are you getting the returns you want from Facebook?

A new “like” doesn’t exactly equal a new dollar. Until now there have been **two problems with social media:**

- 1) Small business owners are too busy to make regular posts
- 2) The return on investment isn’t measurable. In other words, it’s too hard to see if it’s making you money.



Introducing Social Marketing:

The easiest way to create compelling business channels and find real time leads.

If you're serious about making money with social media, there are three components that are critical to your success:

- 1) **Easy publishing and monitoring capabilities**
- 2) **Profiles with informative and entertaining content**
- 3) **Actionable leads that bring in actual dollars**

Did You Know:

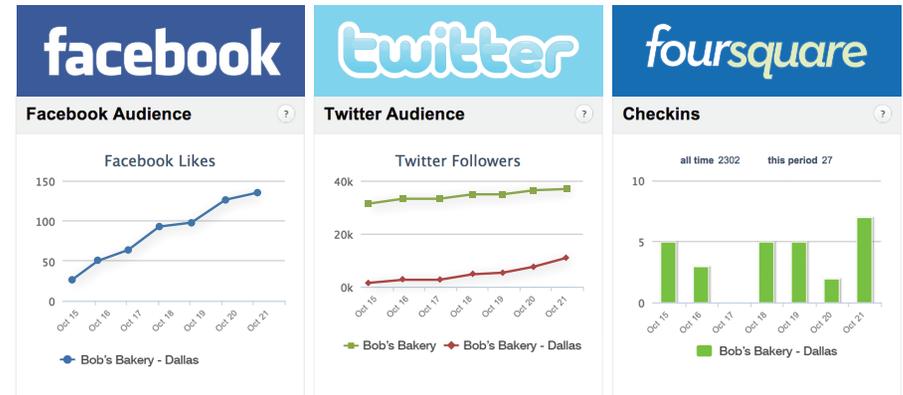
51% of Facebook users are more likely to buy from brands they follow

64% of Twitter users are more likely to buy from the brands they follow



Part 1: Faster Publishing

Monitor and update your Facebook, Twitter, foursquare, and Google+ accounts from the same window.



Tip: schedule future posts too. Lots of businesses prefer to set aside time on Sundays or Mondays to queue up posts for the whole week so that they don't have to worry about it every day.

The screenshot shows a 'Post To' interface with the following elements:

- Post To:** A header with a help icon.
- Select All | Select None:** A sub-header with a help icon.
- Account Selection:** Three checkboxes for 'Bob's Bakery' (Facebook), '@BobsBakery' (Twitter), and 'Bob's Bakery' (LinkedIn).
- Media Options:** 'Shorten Link', 'Add Photo', and 'Add Video' buttons.
- Post Content:** A large empty text area for the post content.
- Scheduled Posts:** A list of three scheduled posts, each with a 'delete' button:
 - Post 1: 'Come join us for our 15th anniversary!' Scheduled for Oct 31 at 09:10 AM. Includes Facebook, Twitter, and LinkedIn icons.
 - Post 2: 'Wings are half price all day! Get here quick before they're all gone' Scheduled for Jan 31 at 08:34 AM. Includes Facebook and Twitter icons.
 - Post 3: '20% off appetizers today!' Scheduled for Feb 14 at 11:52 AM. Includes Facebook icon.
- Post Action:** A 'Schedule Post' button and a 'Post' button.

Part 2: Engaging Content

Find articles and conversations that your customers are interested in and publish them to your own pages.

1

Keywords

vegan tips

Near This City

Denver

In This Country

United States

Search for keywords or phrases that are relevant to your business.

For example: "bakery", "affordable hotel", "vegan recipes"

2



Vegan Lifestyle @vegan_tips tweeted about "vegan tips" within 100mi of Denver

Try pomegranate seeds on a salad with apples, celery sprouts, walnuts and a light vinaigrette dressing. #vegan

Oct 24, 2012

[Details](#)

Republish

Gather articles, posts and other content that's relevant to your audience

3



Choose the content you want to publish and post it to your social networks

Part 3: Finding Real Time Leads

Leads pulls in conversations that are happening *right now*, so you can see what's on peoples mind and step in at the right moment.

1  **Michelle** @MichelleAlli tweeted about "locked keys in car" **locked keys in car**, while running. #badstarttotheday #30minwaiforcaa
Sept 30, 2012 Reply

Find customers with urgent problems that you can solve.

2 **Keywords**

104 Reply

Respond with a quick offer

3  **Michelle** @MichelleAlli
@JoeyLocksmith Yes Please!! :) you guys rock!
Sept 30, 2012

Seal the deal and turn your leads into loyal fans

Having this data gives you a **major** advantage. You've got detailed directions to nearby customers who are ready and willing to buy.

Social Media Has Never Been Simpler

Start using a tool that makes sense of all your digital chatter and turns online viewers into profitable customers.

- ▶ Monitor Facebook, Twitter, foursquare and Google+ accounts from the same window
- ▶ Share and schedule posts
- ▶ Discover popular, relevant content
- ▶ Interact with real time leads



Get in Contact

your logo

Phone: (xxx) xxx-xxxx

Email: abc@example.com

www.yourwebsitehere.com



facebook.com/abc



@abc



linkedin.com/company/abc

