



eBusiness
series

Developing a
**Social Media
Presence**

W O R K B O O K

DESIGN
EXPERTS



Objective

Objective of the Workshop

The aim of this workshop is to give you the knowledge to develop a social media strategy for your business or organisation and then maintain it yourself.

You will learn about:

- The Social Media Landscape
- Social Media Tools
- Steps to develop a Social Media Strategy
- Design Experts Social Media Services

Notes

Social Media Landscape

Statistics

- On average in one year, we will share 415 pieces of content on Facebook, we'll spend an average of about 23 minutes a day on Twitter, tweeting a total of around 15,795 tweets, we'll check in 563 times on Foursquare, upload 196 hours of video on YouTube, and send countless emails
- Social networking is still the fastest-growing active social media behaviour online, increasing from 36% of global Internet users to 59% managing their profile on a monthly basis by the end of 2011
- This is followed by updating a microblog (e.g. Twitter), which increased from 13% to 24%, and uploading video which increased from 21% to 27%. Monthly 'forum' contribution declined significantly from 38% to 32%, while blog-writing stagnated at 27%.
- There are now over 2.8 billion social media profiles, representing around half of all internet users worldwide.
- There are 70 million WordPress blogs worldwide
- There are 39 million Tumblr blogs worldwide
- 4 out of 5 internet users visit social networks and blogs
- Women are more active on social media than men – 55% vs 45%
- North American consumers show the strongest interest in using social media for deals (45%), followed by consumers in Asia-Pacific (34%) and Latin America (33%)
- 43% of all online consumers follow or are a fan of a brand
- 57% of people talk to people more online than they do in real life
- 15% of 16-24 year olds prefer to receive customer service via social media over any other method, compared to just 8% of 25-34 year olds and 3% of those aged 35-44.

Notes

Benefits

Financial benefits

- Selling to new customers
- Increasing the \$ spend per customer
- Lower customer churn
- Lower costs including advertising and marketing costs, R&D costs, customer support costs
- More efficient process

Ways we can use Social Media

- Marketing
- Listening
- Talking / Informing
- Supporting
- Energising/Engaging

Notes

Facebook

Features

- Creating &/or joining a business page
- Switching identities between business and private profiles
- Creating &/or joining groups
- Status Updates
- Check in and comment locations
- Setting your custom URL
- Creating FBML (Facebook html landing page)
- Uploading Images
- Adding fans
- Adding favorite pages
- Linking to your other pages
- Tagging images and posts
- Assigning Administrators
- Privacy levels
- Posting links
- Posting events

Benefits

- Advertising on Facebook (targeted)
- Insight & performance
- Branding
- Customer engagement
- Drive web traffic
- Reputation management
- Generation of business leads
- Viral marketing
- Customer feedback

Notes

Facebook

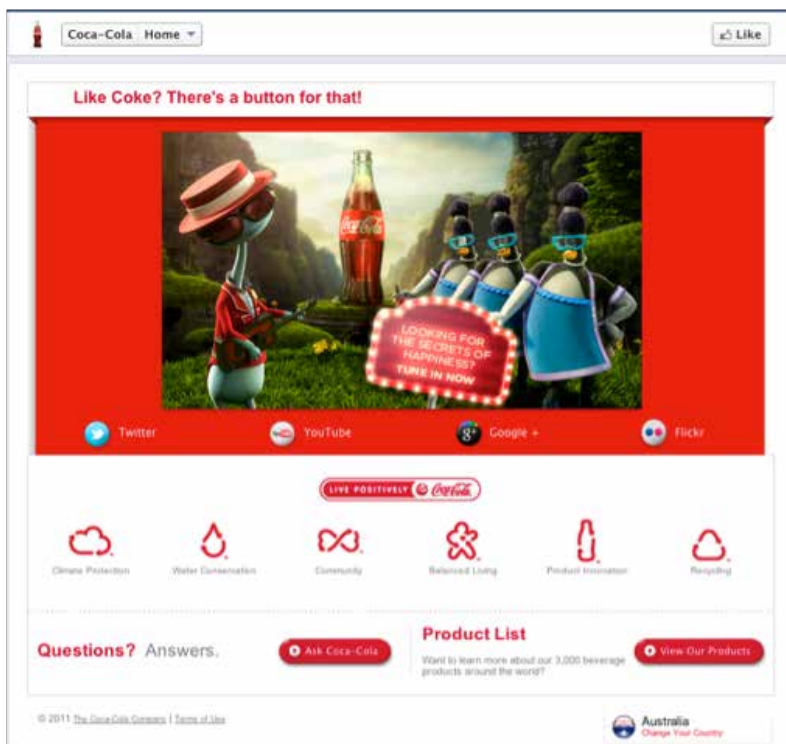
Examples

Make use of the spaces you have available.

See below for some excellent cover images and landing pages.



Cover image



Landing page

Facebook

Facebook Algorithm

Like SEO with Google, Facebook has its own way to rank what you post and to determine what turns up in your news feed as well as how high.

The 3 things that influence your newsfeed ranking / newsfeed penetration are;

Affinity

- Gaining likes, shares and comments.
- The more likes, comments and shares you can gain from the content you post will have a massive effect on how often and how high your posts are appearing on people news feed.

Edge Weight

- The power of what I'm posting - the weight it has.
- It's essential to understand that when you're posting, you're posting content that is engaging. People want to learn something and people want to gain something, do this by posting content that had power e.g a video, photos, articles and blogs.

Recency

- How recent is the content I'm posting.
- Regardless on how much power your post might have if its old news its old news and Facebook knows it. Facebook can determine what you post is old news or not, so when you're posting some content make sure it's relatively new, and if you have some weight or power behind that content you have a much better chance to show up on people's news feeds.

Notes

Facebook

Post with text and link (hard sale)

Not many likes and not many impressions.



Post with image

High impressions and high likes



Facebook

Tips on posting to get high rankings and penetration

Is what I'm posting relevant?

People don't want to know what you had for breakfast, especially if your business is about accounting. If you were a chef that's different, add a recipe on your blog, add a photo and post about your amazing breakfast.

Are people reading my post going to learn something?

Posting a photo is one thing. Posting a set of instructions by video is another. Can you see the difference? Posting a photo of my amazing breakfast compared to a video on how to create it - the difference is huge. You will receive a much bigger response if you think like this.

Sharing content?

If you have found something really engaging and informative from someone else in your field or someone in the public, share it! People will respond more if you're sharing content that is not only your own.

What's the best time to post?

This is something you have to work out, do a test run, and post 10 posts every hour. Place the raw data into an Excel spreadsheet and create a graph. Compare the amount of likes, comments and impressions over the course of the day and you will find out what time of day is best to post. You should always monitor your posts in real-time because posts lifetime vary and it's something you will need to stay on top of.

Notes

Twitter

Snap Shot

- There are over 465 million Twitter accounts
- Twitter is growing at a rate of 11 accounts per second
- On a busy day, Twitter sees about 175 million tweets
- 1 billion tweets were sent every five days in 2011
- 55% access Twitter via mobile
- 34% of marketers have generated leads using Twitter and 20% have closed deals
- 30% of Twitter users have an income over \$100,000
- In Australia only 8% are on Twitter, users average access is 23 times week!



Twitter

Features

- Create your page
- Microblogging (Tweeting)
Uploading Images
- Setting your custom URL
- Creating and using @Tags
- Creating and using #Tags
- Topic Searches
- Live Twitter Feeds
- Listing Tweeters
- Linking to your other pages
- Customizing our page
- Posting links
- Re-Tweets
- Tweet deck management software
- Twitter Machine

Benefits

- Syncing your pages
- Participating in Industry conversation
- Brand awareness
- Use twitter to gain Competitive Intelligence
- Engage with your target audience
- Online Reputation Management
- Promote your blog content
- Twiter and mobile
- Understanding tool, easy to use
- Feedback Mechanism
- Promotion
- SEO Boost
- Ask questions and receive answers
- Press Release / News Management
- Daily interaction and immediate addressing of critical issues, rather than having clients wait for an opportunity to meet or send emails
- A knowledge sharing platform
- Viral Marketing – Twitter helps your business to go viral
- Twitter is a gold mine of information, latest developments all of which can be incorporated usefully
- Build better brands without having to spend millions on brand building and promotion
- Twitter helps in getting more business to expand the existing one
- Notifying customers becomes easy through Twitter and this benefits all businesses

Notes

Twitter

Examples

Custom Twitter profile (Design Experts)



Notes

Twitter

Examples

Tweets dealing with customer service - being on the front line.

Tweets

 **Telstra** @Telstra 23m
@rossfloate We are working hard on fixing known issues in Melb CBD. Appreciate feedback here to assist w/this ow.ly/aMJzI Greg II
[View conversation](#)

 **Telstra** @Telstra 35m
@markaufflick We are working very hard on augmenting Network capacity in Syd CBD.Appreciate feedback. Greg II
[View conversation](#) [Reply](#) [Retweet](#) [Favorite](#)

 **Telstra** @Telstra 49m
@gaffertape Hmmm...Cable? There is a current fault logged for Cable slow speeds at present. Currently under investigation. Greg II
[View conversation](#)

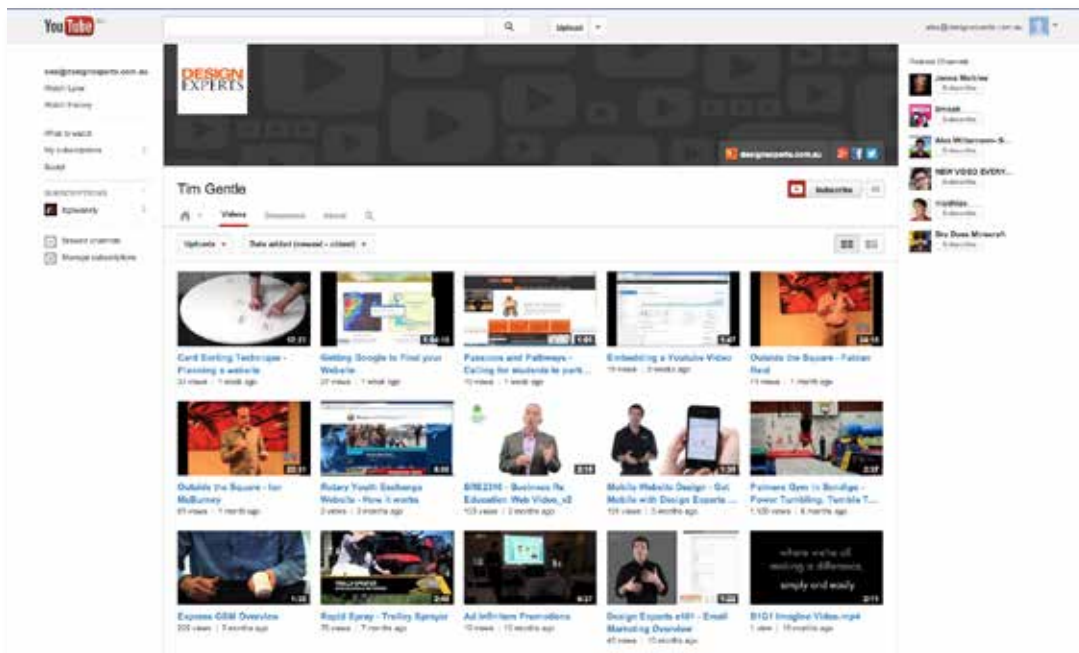
Direct communication with its customers.

 **Ross Floate** @RossFloate 2h
Hey @telstra, why am I constantly getting "Network Lost" messages on the Melbourne CBD while using an iPhone 4S?
[Expand](#)

 **Telstra** @Telstra 1h
@rossfloate We are working hard on fixing known issues in Melb CBD. Appreciate feedback here to assist w/this ow.ly/aMJzI Greg II
[Hide conversation](#) [Reply](#) [Retweet](#) [Favorite](#)

9:47 AM - 9 May 12 via HootSuite · [Details](#)

YouTube



Snap Shot

- YouTube is ranked the 2nd highest social networking site in Australia.
- Over 3 billion hours of video are watched each month on YouTube.
- Over 800 million unique users visit YouTube each month.
- 500 years of YouTube video are watched every day on Facebook, and over 700 YouTube videos are shared on Twitter each minute.
- 100 million people take a social action on YouTube (likes, shares, comments, etc) every week.
- An auto-shared tweet results in 6 new youtube.com sessions on average, and YouTube see more than 500 tweets per minute containing a YouTube link.
- More than 50% of videos on YouTube have been rated or include comments from the community.
- One hour of video is uploaded to YouTube every second - that's 24 hours of video every 24 seconds, 60 hours a minute, 9 months every 2 hours, a decade every single day and a century every 10 days.
- More video is uploaded to YouTube in 60 days than the 3 major US networks created in 60 years.
- Users on YouTube spend a total of 2.9 billion hours per month (326,294 years).

YouTube

Features

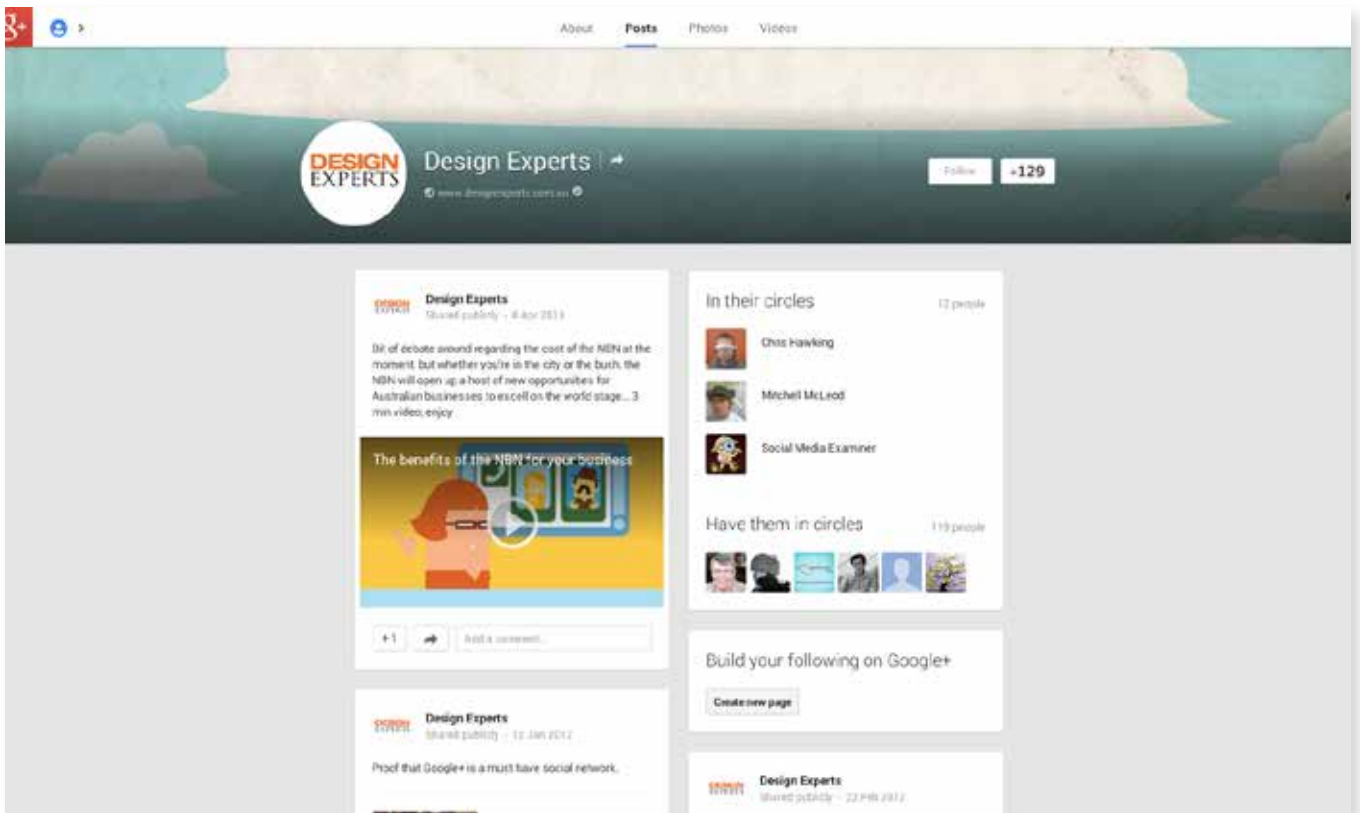
- Creating your Channel
- Customizing your channel
- Uploading Videos
- Adding keyword tags and descriptions to videos
- Commenting on videos
- Favorite videos
- Post a video reply
- Making Play lists
- Linking to your other pages
- Adding friends
- Subscribing to channels

Benefits

- Embedding videos in your website or other social media page
- Earning income off Youtube
- Insight & performance
- Videos are playable via mobile phones
- You can reach a global and local audience
- It doesn't need to be humorous
- It's free
- You can increase your rank in Google's search engine (SEO Friendly)
- Potentially viral
- Demonstrate your expertise
- Selling for you 24/7
- Give the public the face of your organisation

Notes

Google+



Snap Shot

- Google+ was the fastest social network to reach 10 million users at 16 days (Twitter 780 days and Facebook 852)
- Google Plus experienced an increase of 55% in traffic in Dec 2011 from Nov 2011
- Estimated 250 million google plus users by the end 2012-05-09
- 1 million business pages
- Still relatively new platform
- Growing very fast with 2.2 million active users in Australia and 90 million world wide.

Google+

Features

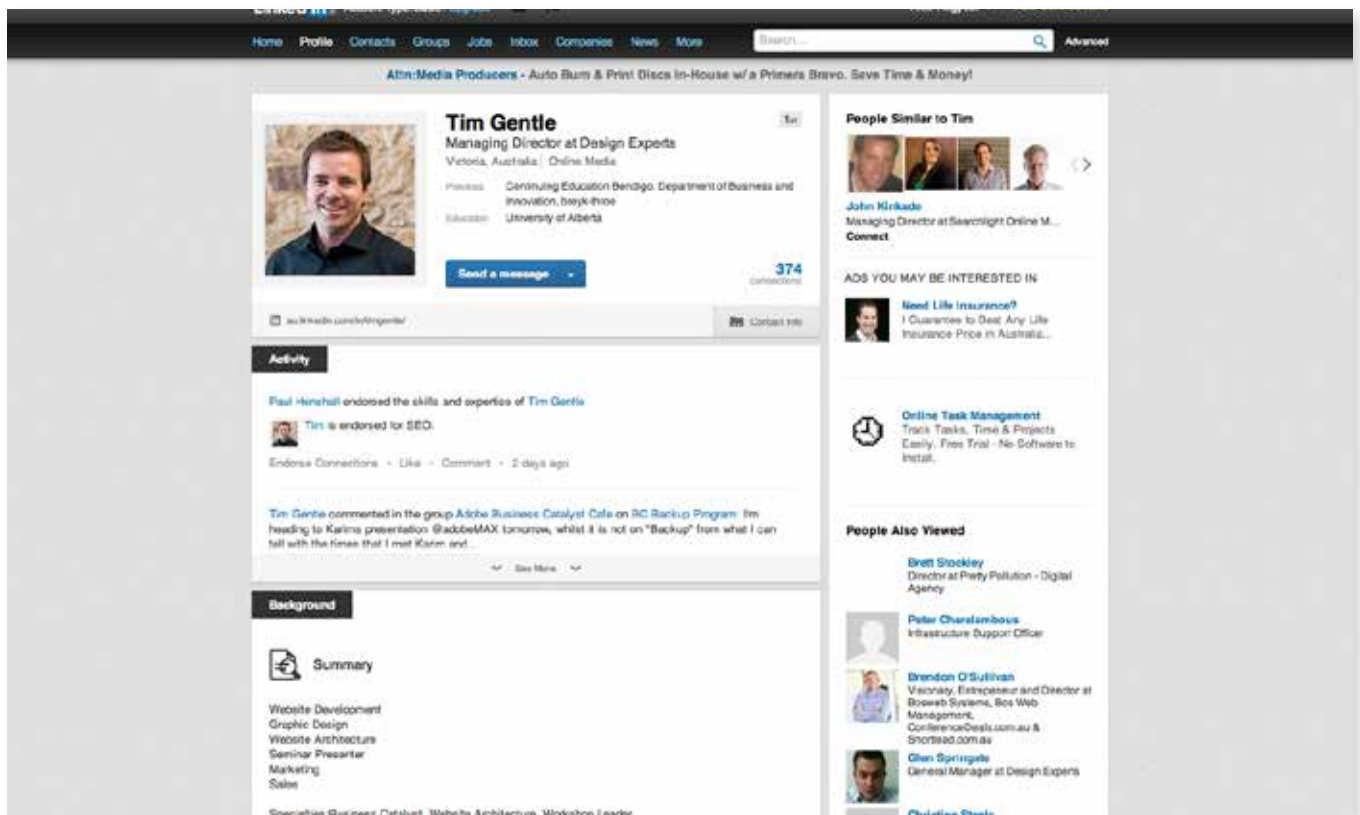
- Creating a profile for personal or business
- Creating &/or joining groups
- Post Updates
- Tagging images and posts
- Privacy levels
- Posting links

Benefits

- Customer engagement
- Drive web traffic
- Reputation management
- Generation of business leads
- Viral marketing
- Customer feedback
- Introduces a “social element” to Google search listings
- Biggest search engine in the world making it possible the best social outlet for brand promotion
- Google Plus also allows you to censor the materials that you share
- Being able integrate a +1 onto your website allowing consumers to share your website
- Able to link pages with places through the use of Google maps
- Creating circles enables you to target new product and service information to specific clients, friends etc.
- Less users = less competition
- Unique functionality of hangouts (live video chats)
- Future integration with other Google products
- Easy to share and rank other people’s posts and comments

Notes

LinkedIn



Snap Shot

- LinkedIn has 135,000,000 users (as at Nov 2011), up from about 85 million in late 2010
- Every second two new users sign up
- Age demographics are: 21% 18-24, 36% 25-34, 36% 35-54, 7% 55+
- 41% use LinkedIn for marketing
- 70% use for job hunting
- 80% used for recruiting
- LinkedIn membership includes executives from every company listed on the Fortune 500
- 49% of LinkedIn users have a household income over \$100k
- Used by Professionals as an online CV.
- 2.3 million Australian users and 119 million Global users.

LinkedIn

Benefits

- Creating personal and business pages
- Search Engine Optimising your page
- Premium (Paid) Accounts
- Setting your custom URL
- Uploading images
- Adding connections
- Recommending & getting recommended
- Linking to your other pages
- Joining Groups
- Syncing pages
- Identifying the right people at a customer or prospect
- Receiving introductions or referrals to prospects (via the introductions tool or outside LinkedIn)
- Discovering the relationships between customers, prospects and other contacts (see the connections in their profiles)
- Discovering the relationships between your colleagues from the same and other departments and prospects (see the connections in their profiles).
- Discovering information about prospects and customers which makes the conversations online and offline easier (reading their profile)
- Maintaining relationship with current customers (Personal contacts, Discussions in Groups and answering questions in Answers)
- Visibility for you as a sales person and your organisation and personal branding (your profile not only on LinkedIn, but also in the Search Engines like Google, contributions in Answers and in Discussions)
- Make yourself be perceived as an expert (contributions in Answers and in Discussions and Expert points)
- Word of mouth publicity
- Getting recommendations which are visible to customers and prospects
- Finding the right groups and organisations to be member of, both online and offline
- Picking up trends in the marketplace
- Getting notifications when someone changes jobs
- Getting notifications when your customers link with sales reps from a company that offers the same products or services than yours. This might be a trigger to contact your customers again (network updates)

Notes

LinkedIn

Your Profile

Simon Bismire [Edit](#)
 Account Manager at Design Experts
 Australia | Online Media

[Edit Photo](#)

Post an update

Current **Account Manager at Design Experts** [Edit](#)
 + Add a current position

Past Call Centre Sales Coach at DanozDirect
 Project Manager at Workarena Pty Ltd

Education + Add a school

Recommendations + Ask for a recommendation

Connections **18 connections**

Websites [Design Experts](#) [Edit](#)
[Gamma Audio](#) [Edit](#)

Twitter + Add a Twitter account

Public Profile <http://au.linkedin.com/pub/simon-bismire/4b/b9/198> [Edit](#)

[Share](#) [PDF](#) [Print](#)

Your Experience

Account Manager
Design Experts

Privately Held; 1-10 employees; Online Media industry
 March 2012 – Present (3 months)

To help business's grow by educating them on the potential of the internet and finding the correct online solution for that specific client.

Call Centre Sales Coach
DanozDirect

Privately Held; 51-200 employees; Marketing and Advertising industry
 November 2011 – March 2012 (5 months)

Created new scripts for all sales agents and coached the team how to correctly objection handle whilst maintaining our sales targets.

Project Manager
Workarena Pty Ltd

Furniture industry
 April 2005 – March 2010 (5 years)

Managed interior Fit Outs from start to final sign off by client

LinkedIn

Group Discussions

Most Popular Discussions



Post your Facebook Business page here!
We all know how it can be challenging for a new business to grow a fan base., So let's follow each other's business on FB.
If you've got ...
posted January 4, 2011

[Follow Natalia](#)

priyanka thakur 3 minutes ago • Hiii ! • Great idea . Our FB fan page is : http://www.facebook.com/onesourceoverseas?ref=tn_tnmn »

 [Like](#) [Comment](#) [Unfollow](#) [More](#) ▾

[See all 39,626 comments »](#)



What/who would you recommend for a "crash course" in social media marketing?
I'm finding LinkedIn a really useful networking and business development tool, and I'm investing some time and money to teach myself how ...
posted December 10, 2010

[Follow Stacia](#)

Bhavya Sarkar 1 hour ago • www.facebook.com/lovecardz

 [See all 2,112 comments »](#)

Notes

Blogging

The screenshot shows the Design Experts website header with the logo, a phone number (1300 85 25 82), and a navigation menu. The main content area features a blog post titled "How to Choose a Domain Name: Branding versus Keyword-Rich" dated APR 17 2013. The post discusses the importance of domain name registration and provides a list of keyword-rich domain examples. A sidebar on the right contains "Recent Posts" and "Tags".

DESIGN EXPERTS ARTIFEXIA Call us on 1300 85 25 82

Home studio solutions portfolio bc **the buzz** educate contact

You are here: Design Experts

How to Choose a Domain Name: Branding versus Keyword-Rich APR 17 2013
Printed By: Tim Conley

While **domain name registration** is a relatively simple process, choosing the actual domain name is one of the tougher decisions that need to be made when starting a new business. It is a given in today's market that your domain name will match your business name, but the real question is, should it contain keywords about your business or should you simply start from zero and build up a brand around your site? Each choice carries benefits and disadvantages, which we'll cover below. There's also Google's technical point of view to consider since either option certainly affects page rank.

Keyword-Rich Domains

Domains which include a keyword or two about your business are referred to as keyword-rich domains. These domain names are very focused, so your business should definitely reflect the fact that what you do is represented by these keywords. The choice of which keywords to use is a separate conversation, but be sure they rank very well in searches and that they are extremely relevant to your website.

Keyword-Rich domain names are desirable for several reasons, including:

1. They have historically ranked well (and quickly) in search engines for the keywords used in the domain name.
2. Visitors tend to click on domain names which exactly describe the product they are searching for.
3. Perfect for tightly focused sites with only one type of product or service.

You've probably seen dozens of keyword-rich domain names, they are composed as follows:

- Keyword.com (fire.com)
- Keyword-word.com (fire-pro.com)
- Word-keyword.com (best-fire.com)
- Keyword1keyword2.com (boner-cartridge.com)
- Keyword1-keyword2.com (toner-cartridge.com)

There are also various downsides to keyword-rich domains:

Recent Posts

- How to Choose a Domain Name: Branding versus Keyword-Rich
- BC Sample Wrap Up - Jonathan Hirstee
- BC Sample Wrap Up - Two stores and a Postie
- BC Sample Wrap Up - Scott Reynolds
- New Business Catalyst Website: Administration Console
- BC Sample Wrap Up - Kristen Lindsay and Scott Thomas
- BC Sample Wrap Up: Martina Mendola
- BC Sample Wrap Up: Ursula Richards
- BC Sample Wrap Up: Mike Gallender
- BC Sample Wrap Up: Beth Kohlen and API Integration

Tags

studio news Social Media Business Education statistics Business Development Client News Website Design Awards Media Social Networking Visual Tours Working in Harmony Twitter Digital Strategy Sponsorship Business Catalyst Video Marketing Mobile Strategy search engine optimization Augmented Reality

Snap Shot

- 87% of all bloggers use Facebook
- 81% use Facebook to promote their blog
- 64% use Facebook to interact with readers
- 45% say Facebook drives more traffic to their blog than it did a year ago
- 73% of hobbyists and 88% of professional bloggers still use Twitter
- More than half of all bloggers link Twitter to their blog
- 34% of bloggers say Twitter is a more effective traffic source than it was a year ago
- 71% of bloggers only write about brands they think are reputable

Bloggging

Benefits

- Blogs are search engine magnets. Google love websites that have content added to them regularly
- Providing accurate and useful information to your industry builds up the perception that you are a thought leader and somebody worth listening to (i.e. social proof).
- A blog makes a great hub for interacting with crucial web2.0 properties like Twitter, Facebook and YouTube There are SO MANY good free plugins created for blogs to take advantage of this fact. The interactivity with these properties will also drive a lot of relevant traffic to your web site as well.
- Good business blogs tend to attract regular returning visitors naturally, especially if you solve a problem for them. These visitors can be converted into customers at some point in the future.
- A blog can be properly configured with landing pages designed to create leads and customers for your business.
- Blogs are natural link builders
- Your Blog will have a direct interaction with readers.
- Direct communication, makes your company feel real
- Brand Building
- Differentiate yourself from the competition

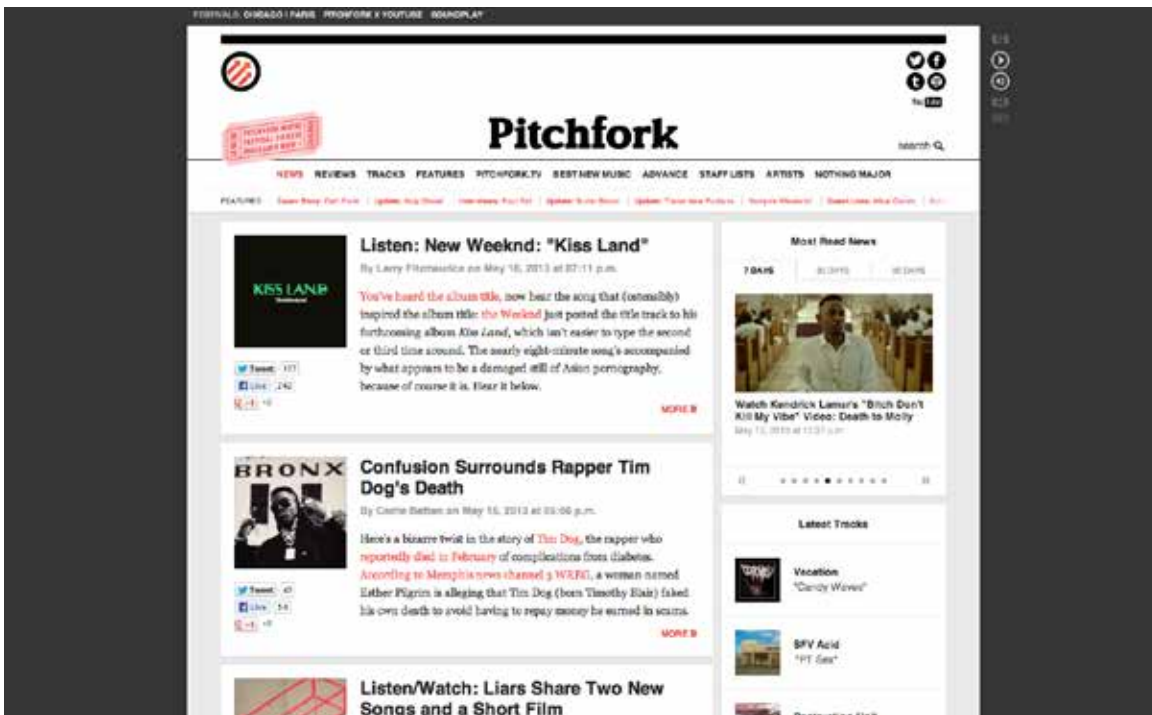
Notes

Blogging

Examples Coca-Cola's Blog



A popular music blog



Reporting

Facebook Insights

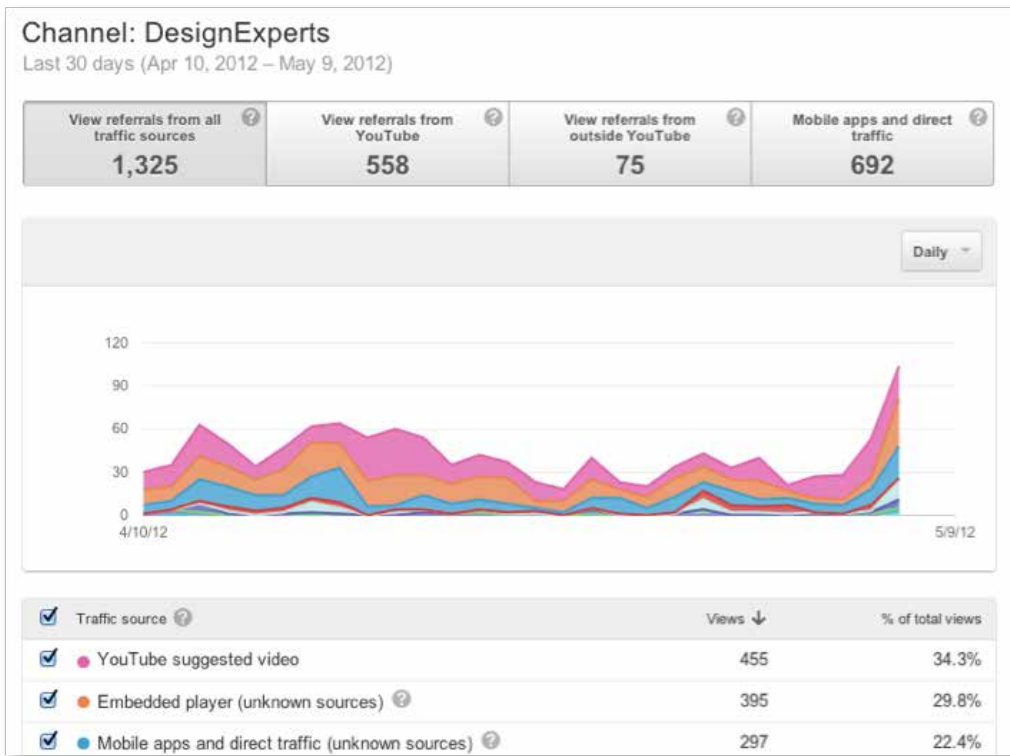
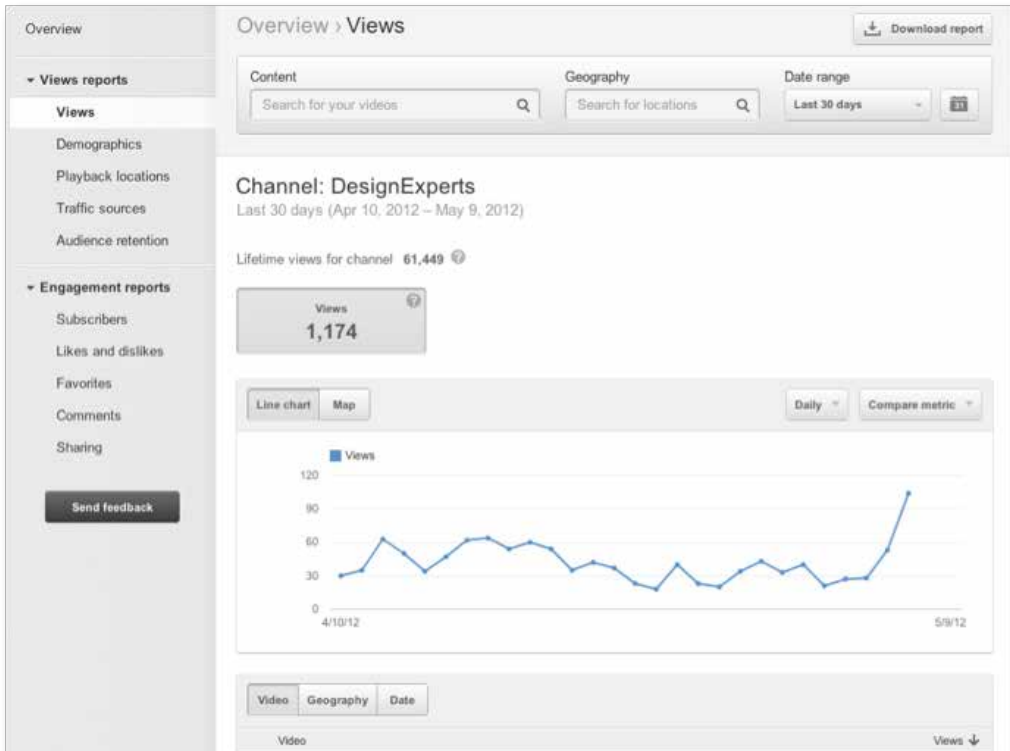


- Integrated Reporting Tools (eg: Facebook Insights, YouTube Insights)
- Third Party Analytical Tools (eg: EdgeRank)
- Social Media Monitoring & Reporting Specialists

Notes

Reporting

YouTube Insights



Social Media Strategy

Step 1 - Research

BUSINESS GOALS	SOCIAL MEDIA GOALS
Increase Sales	Build awareness
Attract new clients	Attract new customers/members
Decrease overheads	Convert more leads into sales
Introduce a new service	Drive traffic to your website
Attract staff	Facilitate feedback from customers
YOUR OWN	YOUR OWN

CUSTOMERS
Who they are, How they use Social Media, What are their needs.

INTEGRATION			
Y/N	Leadership Support	Y/N	Cultural adoption of social media
SKILLS OR TRAINING YOU REQUIRE			

Social Media Strategy

Step 2 - Plan

WHO - WHO WILL MANAGE YOUR SOCIAL MEDIA?	
WHAT SOCIAL MEDIA CHANNELS?	
Facebook	Twitter
YouTube	Google+
LinkedIn	Blog
Others:	
TIMING - WHEN WILL YOU ROLL OUT YOUR PLAN?	
BUDGET - WHAT IS YOUR ALLOCATED SPEND FOR SOCIAL MEDIA?	

Step 3 - Implementation

CHECKLIST
Set up the Channels (Administrators, Custom URLs etc)
Design custom graphics (Landing Pages, backdrops, headers)
Develop HTML (Embed custom images and interactive functionality etc)
Content creation (articles, posts, videos, tweets etc)
Training
Other:
Other:

Social Media Strategy

Step 4 - Marketing

ONLINE CHECKLIST	
	Website integration (Likes, share etc)
	Email Marketing integration (Likes, share etc)
	Social Media Monitoring (Industry news, competitors, customer feedback)
	Online advertising (Facebook advertising, Google Adwords etc)
	Mobile marketing (Mobile friendly and targeted campaigning)
	Instant messaging (SMS to visit social media pages)
	Other:
	Other:
OFFLINE CHECKLIST	
	Point of Sale marketing (eg. coasters)
	Posters
	Magazines
	Staff Uniforms
	Vehicle Signage
	Other:
	Other:

Social Media Strategy

Step 5 - Management

CHECKLIST	
	Social Media reports (eg. Facebook Insights & Performance, YouTube stats)
	Review results (eg. Likes, shares, ad success, user interaction etc.)
	Identify trends (eg. successful campaigns, competitors, overseas trends etc.)
	Develop strategy (eg. revisit steps 1 - 4)
	Reactivate (continued remarketing)
	Other:

Notes

Social Media Services

SERVICE	DESCRIPTION	Y/N
Facebook Landing Tab	Direct the public to like your page with a full-page design using a custom Tab on Facebook.	
Facebook Competition Tab	Create a sweepstake competition on Facebook by using a full page form on a Facebook Tab.	
Twitter Theme Design	Make your twitter profile represent you business colours.	
YouTube Skin Design	Customise your YouTube to your own business Branding.	
LinkedIn Profile creation	Insert your professional background and a profile photo.	
Blog creation & installation	Create your own blog to voice your opinions about your industry.	
Facebook ad campaign setup	Set up a advertisement to direct traffic to your website or your Facebook page	
Facebook ad campaign management	Target the right demographic and right audience over a course of a month.	
Ongoing Social Media strategy	Have DE manage your social media services.	

Conclusion

what you have learnt

- **Social Media Landscape**

- Social Media Tools
- Facebook
- Twitter
- Youtube
- Google+
- LinkedIn
- Other Types
- Reporting Tools

- **Steps to develop a Social Media Strategy**

- Research
- Plan
- Implementation and Training
- Marketing
- Management

- **Design Experts Social Media Services**

Resources

<http://thesocialskinny.com/>
<http://web4site.com.au/?p=1>
http://www.youtube.com/t/press_statistics
<http://allfacebook.com/>
<http://marketandconvert.com/>

Social Media Training

<http://www.Udemy.com>