

MARKETING PLAN

WEBSITE TRAFFIC, LEADS AND SALES

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Making *Money* using
Social Media

MARKETING PLAN

COMPANY OVERVIEW

Making Money Using Social Media is a business run by an award winning social media consultant/coach, who is also an accredited member of the Association of Professional Coaches, Trainers and Consultants (APCTC), which was formed by some of the most well respected names in our industry to raise professional standards and increasing awareness of the coaching, training, consul and speaking industries. The business aims to help people leverage off social media to improve their businesses and their net worth's.

MARKETING OBJECTIVES

Increase awareness and sales (ROI) for Making Money Using Social Media using an integrated Marketing and Media Strategy in conjunction with other social media platforms (Facebook, Twitter, LinkedIn, Pinterest and YouTube).

SOCIAL MEDIA

SOCIAL MEDIA BRANDING

Consistent and professional branding across all social media platforms is an absolute must. On Facebook even little things like customizing the tabs will improve the overall look and feel of your Facebook page.

This adds consistently and recall to your page. Although this is not necessarily that important when most users digest your content from their own News Feed and not by visiting your page it becomes important when you start hosting promotions etc.

Here's one of my favorite examples of nice, clean and consistent branding. Reimage the tab images that you're currently using and match them to your logo or to your font.

<https://twitter.com/ShoppingChap>

LINKEDIN

One of the great features of LinkedIn is the recommendation feature. This is a great way to build a reputation as a world leading company (e.g. showcase awards you have one, affiliations and relationships you've developed). I suggest encouraging your staff to create detailed profiles for themselves and link those profiles to the company's account. Then ask your network of colleagues, friends and partners to write recommendations on each of the staff members LinkedIn pages and use it as a way of showcasing the abilities of the staff and the kind of skills that are applied to each of your services offered. It will also add some personality to your LinkedIn presence in much the same way, as your Facebook page has been able.

LinkedIn isn't so much a social network as a professional network. So think less about hooking up with friends and fans – LinkedIn is where you will create business partnerships, find sales leads, industry experts and future partners.

LinkedIn is the network that professionals use, and thus has the potential to generate sales leads, which are highly qualified leads from companies and individuals with whom you can build an ongoing and prosperous business relationship. Specifically, LinkedIn provides an excellent opportunity to communicate with career driven individuals and important decision makers within other companies (for B2B businesses).

For consumer goods, LinkedIn still applies because the demographic of users is largely made up of professionals with more disposable income.

It's important that you get yourself in a LinkedIn group for this reason. Start by searching for groups related to your business. If you can't find one that's quite right, it's really easy to create your own. By adding the right keywords to your group then others will quickly find you and want to join. Once they do, you have effectively introduced yourself and your business to decision -makers at other companies who you can start to do business with.

Make your business stand out by posing updates and hosting events.

This is the network where you can share news on your business that is specific and appeals to others in the industry and their interests.

Promoting events on LinkedIn is also a fantastic way to get real -world results.

Your next event will benefit from being featured as an event on LinkedIn. Not only can you invite your contacts directly, the invite will feature on their profile and be viewable by all their connections too. So if it's of interest to them, they will want to contact you to come along too.

LinkedIn is a great way to meet the ambitious, the entrepreneurial, and the professionals who are moving and shaking in the corporate World.

In determining who to target to join your group you need to decide who is likely to be the best brand ambassadors. The key is finding advocates who not only know and love your brand, but who will amplify your content to their circles on their own volition. The best place for any business to start looking for brand advocates is under their roof. Happy employees and customers can be the best brand advocates.

If that doesn't work and you want to retain the control of your marketing message then try paid LinkedIn options.

FACEBOOK

My top Facebook engagement tips:

1. Keep it Fresh & Topical

Tell people something they actually want to hear and you're half way there. Something original, unexpected or an interesting fact about the business or industry that provokes comment.

But it's also important to understand that women will also guide the decision making process for men too, so have a few updates for them too.

2. Ask a Question/Take a Poll

Be specific and direct. Ask customers about their experiences, even if some replies might be negative, or ask how much they would be willing to spend on certain things. Not only will you demand interaction, you'll find out essential things about customers. What do they want? How much are they willing to pay for it? These are questions companies ask themselves every day. Use Facebook as a data center to find more about your customers, your marketing team will enjoy the specifics and be able to tailor campaigns to the information they discover.

Use the information in your email marketing campaigns that are described below.

3. Target a Specific Group

Do you have a new product or service ideal for a certain type of person? Is something happening for people in a particular area?

Address the people with those interests in those places. Let them know about it.

4. Mini Incentives

True story: A little -known band posted a status update one morning that read: "If 500 people like our page before the end of the day, we will post you a link to our new song". Later that evening they had over 1000 new likes.

5. Visual Engagement

Videos and Photos are by far the most effective way of make people to interact with your posts. Plus, having customers comments on photos also means that it is displayed in their feed, which means that they will be shown to their friends, and potentially new customers!

One of the more recent Facebook challenges is that research shows that 96% of fans never even revisit fan pages once they've "Liked" them. That means that in most cases fans see company posts in their personal newsfeeds and decide whether to "Like" it, comment on it, share it, or do nothing right in their newsfeed, not on a brand's Facebook Page. Consequently, the challenge is to use content that engages your fans in their own newsfeed or encourages them to return to your Facebook page outright.

Here are five fan acquisition strategies:

1. Turn Buyers Into Fans At Time of Purchase

This is a no-brainer. If they like you enough to buy, there's a good chance they'll like your Facebook page, but it requires a little work. The easiest way is to make a Facebook Like Box the most prominent thing on your thank you/confirmation page.

A more difficult but stronger strategy is to use another incentive to get them to like your page - for example, a contest that requires liking to enter. With a little programming, you can require they fan you and post a message on their wall about you, and then you can add them to your database of contest entrants immediately. This increases your fan-base and gets some word of mouth out about you as well.

2. Incentivized Like, or "Reveal Tabs"

Create a special landing tab for new visitors who haven't LIKED the page yet, make that the default tab for non-likers. Add a special reward (like a discount) to the landing page for Facebook users specifically and require people to LIKE the page before they can get the special thing - now the reward is an incentive

The "Incentivized Like" increases the percentage of new visitors that like your page. And if you run Facebook ads, that decreases your cost per new fan.

3. Facebook Ads (Social PPC)

Combine good Facebook Ads with the "Incentivized Like" strategy above, and you're getting the most fans for your money. This combo-strategy can lead to up to 80% of visitors becoming fans.

4 Facebook Offers (Paid)

Facebook Offers provide yet another (paid) opportunity for you to advertise on Facebook. In essence they are like coupons that appear in the news feeds or your fans and are entirely handled by Facebook. (Note: You need at least 100 likes).

You then pay a small fee to promote the offer to fans of your page as well as friends of those fans. The fee that you pay starts at \$5 in the form of advertising costs, but in my view is well worth it if your offer is compelling. But as an example, make it worthwhile, make it sound good (e.g. 'limited', 'exclusive').

They're also an additional opportunity for businesses to promote your products and services through targeted word-of-mouth marketing on Facebook, and can also be used to promote events.

One final point on Facebook Offers is that it's easy to track the success of a given coupon or offer. That way if something works go back to it, if it doesn't, park it (marketers love visible and measurable ROI).

5. Incentivized Word of Mouth Contests

We found that, if you have something (or a variety of things) you can give away every week, you can boost:

- ❑ Engagement,
- ❑ Word of mouth, and
- ❑ Fan growth.

If you don't have anything, look for partners that do have things to give away that want more exposure themselves. Then you both benefit from the conversation fan growth it drives.

The basic idea is:

“Hey, post X on our fan page wall, and whoever gets the most likes and comments wins a Y.” X is the conversation, and Y is the prize.

The conversation could start with any question relevant to your offerings, benefits, or audience.

- You can combine it with a survey need you have.
- Or the easy one: “Tell us why you think you should win the prize.”
You’ve told them they’ll win if they get the most engagement, so you’re incentivizing them to post and then tell all their friends to come to the wall to like and comment, and what do those friends have to do first? LIKE your page. ;-)

6. Email Transformation

Depending on the size of your email list and how you value your social media list, it could be worth thousands of dollars to you.

Some say a Facebook fan is worth twice what an email subscriber is worth, because you have to ability to reach their friends too. It’s much easier to get a fan to bring their friend in than for an email subscriber to get you another email subscriber. And the value of a fan or email really depends on what you do with them. If you’ve made money from your email list, you may be able to make a rough guess what a Facebook fan is worth to you.

There are other more obvious ways to turn emails into fans; Include Social links in all your emails Send an email quarterly about your Facebook page and tell them about your “Incentivized Like” discount.

TWITTER

Twitter is another platform which can be an excellent source of readers and potential service partners and there are a few ways it could work for you.

I usually suggest brands use Twitter as a marketing or public relations channel, much like an extension to their website or blog. You can post about business accomplishments and distribute links that take people back to your website, Facebook page, or other relevant industry articles.

But, much like my Facebook advice only about 20% of your tweets should be directly about your business. The other 80% should be dedicated to creating interest and gaining followers for your page.

This is why the hashtag is so important. Because this is how you can make your tweets readable to anybody who is on Twitter!

When you add a # to a word, it can be clicked on and linked to all the other tweets containing it. This is how subjects become 'trends' on Twitter. You've got this under control from what I've seen of your post thus far.

Twitter is a much easier space to gain followers and simply by following someone you want to connect with they will usually return the favor. A quick Google search will lead you to directories that relate to your business and I suggest following as many as you can.

Twitter is also a great place to direct market to users. For instance, using the Twitter search function can reveal people talking about a particular subject or keyword which relates to your business. You can then send a tweet to those people selling your product or service.

As of a few weeks ago, you can now add four photos to a single tweet and for the first time, you can tag up to 10 friends in a Twitter photo, without talking away from your 140-character count. For now, the multiple photos can only be uploaded via iPhone, but Twitter said in a blog post that Android and Twitter.com functionality will follow shortly. So have a play around with this new feature and see how it can work for you.

YOUTUBE

If you're comfortable in front of a camera then YouTube can be an effective tool for your marketing strategy. Aside from the obvious SEO benefits, you can use YouTube for explanations as to your services, to introduce new products or key members of the staff. Tutorial videos like Jon Loomer - [hp://www.jonloomer.com](http://www.jonloomer.com) - will also be worthwhile for your business.

Each and every video you post has the SEO benefits and when embedded in your website create a refreshing change from the all the wording.

INSTAGRAM

The first step to Instagram success is to build a complete profile to showcase who you are and what you do, for a brand like Making Money Using Social Media this may seem trivial but when users click through to a profile page it's important not to send them to a dead end. Therefore we'll make sure to fill in all the sections on our profile with links to the Facebook page, Twitter page and Website.

Your posting strategy will need to make sure posts are interesting, engaging, and worthwhile. Tag others, talk to others, check in to other businesses, use locations, and generally add layers to your posts to increase the breadth of our posting.

You should aim to be consistent and post frequently, but find a medium between interest and bombardment. For Making Money Using Social Media that is four posts a week, barring important events.

You should favor the approach of opening up your office and backroom staff, or introducing a supplier or partner. This will humanize your brand by using Instagram to introduce your fans to the people who make your company what it is. It shows brand personality and is a great outside in perspective into a successful company.

PINTEREST

After initially using Pinterest primarily to find recipes for Sloppy Joes and Chicken Salad I realized there is actually tremendous marketing potential in the visual platform for a large range of brands.

Because it is visual based, stunning imagery (with good written content a distant second) that is going to attract the attention of new followers and potential customers. Therefore think about the best ways to visually represent your brand, for a product based company that's easy (but make them images of the product in action not just of the product). If you're concept / brand / offering is harder to make visually interesting use some creativity and show your consultants in action, a watermarked version of your guides or manuals, or even your friendly staff members.

Linking to your website or other destination of choice needs to start with an engaging photo.

Optimize the images that you upload. Make sure the file names contain descriptive keywords. Once uploaded, edit your pin to include a link back to the original source or related content on your website.

Procedurally, make sure you follow the Pinterest verification process and give each board an informative name and make sure you include a compelling, keyword focused board description. An informative name is one that tells your followers what your business does.

Like other social media platforms, you can also add things that relate to your business but don't necessarily showcase exactly what your business does, things like your interests, boards around the brand's beliefs etc.

Be active! Comment, like, share and follow other Pinterest boards and Pins (and even cast an eye on your competitors).

Lastly, consider ways to connect your Pinterest account to Facebook and Twitter, and you have the option to post content to all or just one of the sites when you upload or repin something.

Mention your Pinterest account on your other forums to attract more followers. If someone likes you on Facebook, and they are also an active Pinterest user, they are likely to follow you on Pinterest too.

Social Media Promotions

PINTEREST COMPETITIONS

Social Media promotions can be more than the 'usual' Facebook competitions and I like to see Companies do something really special. I'm thinking you could run a Pinterest Puzzle competitions To do so you need to post a board of an image but missing some key pieces. Challenge users to enter the competitions by finding the missing piece on your website or your Facebook page and pin it on their own board.

Users need to complete the task an one lucky winner could take an expensive prize. You can decide whether the winner is voted, random or fastest.

CROWDSOURCING COMPETITIONS

I really like the idea of holding social media competitions that leverage of the skill and diligence of the followers themselves. For instance competition (and the prize might have to be really worthwhile in this case - iPad) might be to design a new Facebook page for your business, or an app, or a new logo. The opportunities are endless and some people are uber talented out there. The only problem here is that it needs to be worth their while.

OTHERS

An easy competition with no requirements other than an email address (to collect email addresses for future marketing).

A photo sharing competition with some rules and some participation but limited email address collection. e.g post a photo of yourself using the product, engaging in the service.

A share with friends and family story / purchase / experience (for maximum social media impact) but with expensive development costs. E.g. Share with us a story about your first experience with the product / service. Then send your entry to all your friends and families to like.

SEARCH ENGINE MARKETING

Search Engine Marketing strategies include the use of both search engine optimization and pay per click marketing.

Making Money Using Social Media's web development team will place large amounts of linking text on the Company's website. For instance, when a person does a Google search for "social media ps " and other related geographic and hyper-local searches so the Company will appear on the first page of the search. This strategy is technically complicated, and the Company will use a search engine optimization firm to develop the Company's visibility on a non-paid basis. Management can expect that a SEO firm will place large amounts of linking data and text specific keywords into the business's website, which will allow the Company to appear more frequently among search engines.

Pay-per click will be based on the popular Google AdWords and Facebook Ads platforms and allow Making Money Using Social Media to target a particular demographic. In order to optimize keywords effectively (resulting in a higher quality score and lower cost -per-click)

Making Money Using Social Media will study relevant trends and best performing options. Pay-per click campaigns will also include mobile functionality and calls to action that will be enabled on smartphones.

GOOGLE ADWORDS CONVERSION TRACKING

One of the major advantages of Google AdWords marketing is the ability to track and measure the results of a given pay per click campaign. Not only does this give you a measureable ROI and an indication as to the best forms of advertising and the best keywords to use to promote your product, it also gives you the ability to make adjustments and trial different keywords, ad groups, conversion pages and gives you ability to track all conversions.

Consider having different landing pages per enquiry. Each ad group can have it's own one page conversion page with little other content and few external links (i.e. Google likes relevancy). Keep additional pages to a minimum, consider B2B and B2C conversion pages and specialty Click Through landing pages and Lead Gen conversion pages.

WEBSITE TOUCH POINTS

The website needs to offer sign- up opportunities to join a mailing list or to register interest in your services. In addition the 'Contact Us' page can also capture some data. Further opportunities exist to create more touch and selling points on the website. These could include:

a.) Free Social Media Audit – As a way of generating leads, you could spend 10 minutes going through the potential clients social media accounts and offering them advice on how to improve. These leads are generated through a sign-up form on your website or from a Facebook ad. Of course when you give the advice – you would say something like you need to make sure your content is more easily shared – I can show you how for \$25/week or whatever the fees are.

b.) Referrals - Referrals from existing customers are an extremely important part of lead generation. A referred customer is a new customer who filled out a referred customer form given by the existing referring customer. To encourage these referrals, the Company should look at promotions and prizes and to facilitate them the website should include link sharing functionality, referral emails and social media . It could be as simple as an “Enter a Friends Email Below to Refer Them – Win \$200 (or something generic like an iPad).

c.) Online Buying – I'm not sure if this is part of the plan or not. However there may be op to generate sales of the vests at the least directly from the website.

BLOG

One of the key principles of social media (and digital in this case) is content. Content keeps followers interested in your products and services (helps with recall and brand equity), keeps them feeling respected and valued (i.e. getting information for free – explain how you work, explain what's happening to social media trends, explain your competitive advantage , share testimonials and giveaway promo) and it helps with SEO.

Content should be relevant to your industry and when you publish it you should announce the new blog article across your social media accounts (or look at ways of atomically publishing / duplicating the content).

As the number one search engine in the world Google remains as the single most important factor in the ability of a website to attract new visitors. With it's obvious importance people running web sites, or considering starting them, need to pay close attention to how Google ranks pages when a search is conducted. Knowing that blogging is going to be an area that Google focuses upon means that websites need to make blogging a large part of what they do going forward.

One content strategy I like (and think you should consider) is the use of infographics. Infographics are a quick way to tell a longer story. Have these graphically designed in your branding and release it each month. All going well regulars will keep vising the page to download their free copy, and when they need help with their own wealth problems, they give you a call and join your platform.

CONTENT

In order to find content that is relevant to your industry and that you can use to populate your social media accounts, your email marketing campaigns and your blog I suggest you set - up both Google and Twitter alerts and use a tool such as Post Planner, Hootsuite or Bitly that can measure your success. The alert tool helps you find new articles about various topics that apply to your business and that you can post to your pages, whereas the other tools tell you how your posts are resonating with your users. That way you know which future content to post. In a way this is a form of A/B testing. If content is generating likes, leads, shares and comments keep using it and the opposite for content that is not landing well.

EMAIL MARKETING

The better you can tailor email marketing messages to specific customers, the more effective promotion will likely be and with the help of the changes to the website suggested above you're likely to have access to a large database of email addresses.

These are the type of group marketing messages you can send out:

- Newsletters
- Direct Mails
- Product Updates / Expo Invitations / Free Demo Invitations

In order to collect email address to market to it's important to store the information that people use when they join and encourage them to refer to friends etc.

But you can also collect email addresses from non- customers too. Have a sign-up tab on your webpage, consider holding a Facebook promotion for the sole purpose of gaining more email addresses (see promo ideas above).

Tools include MailChimp, Campaign Monitor and Survey Monkey (to get feedback from customers and to solicit reviews).

TOOLS

1. Google Analytics

Absolutely critical to the success of your organization Generates detailed statistics about a website's traffic and traffic sources and measures conversions and sales. The product is aimed at marketers as opposed to webmasters and technologists from which the industry of web analytics originally grew. It's the most widely used website statistics service.

The basic service is free of charge and a premium version is available for a fee. This is something you won't need help with initially, set it up and then learn more about the statistics you are seeing. If you have these are excellent skills to have.

2. Google AdWords (coupon here - [hp://www.google.com/ads/adwords-coupon.html](http://www.google.com/ads/adwords-coupon.html))

Google AdWords is an online advertising service that places advertising copy at the top or

boom of, or beside, the list of results Google displays for a particular search query. The choice and placement of the ads is based in part on a proprietary determination of the relevance of the search query to the advertising copy. Google often (I'm not sure they are at the moment) offer free trials of Google AdWords so your star point is to try it for yourself (they usually give you \$150 to play with), see if you get any clicks and visits and any leads.

The difficulty in using an agency to assist with your Google AdWords is that they charge a management and optimization fee (usually around 40%). That means if you give them \$1000/month, only \$600 is actually spent on the platform itself. You could spend the entire \$1000 if you learnt how to run the AdWords campaigns.

Consider using tools like Spyfu in conjunction with AdWords. Spyfu tells you what keywords are being searched often on Google and even tells you what keywords your competitors are buying.

3. Email Marketing (Mailchimp / Campaign Monitor)

The best tools to use are MailChimp or Campaign Monitor. MailChimp is a web-based application although data can be downloaded and for some features there is an offline application. Campaign Monitor makes it easy to attract new subscribers, send them beautiful email newsletters and see stunning reports on the results.

4. Hootsuite

Hootsuite tracks your social media accounts like no other tool. Not only can you have all your social media accounts on one dashboard but you can schedule a week of posts at the same time so you don't have to log in to Facebook, Twitter, Google+ individually multiple times a week. Hootsuite also tracks the amount of times you're mentioned and gives reports about new fans, new comments shares and everything social.

Once again there is a free service to try before you buy.

5. oDesk

This is a freelancing marketplace where you post jobs that are filled by contractors from around the World. Social Media Marketing is one of its strongest categories, but you can also find graphic designers (who can produce infographics, posters, landing pages, competition platforms), find developers (who can write email marketing code, custom Facebook tabs) . Some of the contractors work for as little as \$ 2/hour yet are still ultra

talented. Test them out for a week and there has not been a tremendous cost to do so. You don't have to implement their work either, so there's probably very little risk.

6. Woobox (custom Facebook Tabs)

Woobox is fully compatible with Facebook as well as Twitter, Pinterest, Instagram and YouTube. It allows you to run a variety of different contests including photo contests, video contests, sweepstakes, pin it to win it, coupons and deals. It's easy to use and easy to customize and I think it will be an excellent resource for you to add to your repertoire.



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