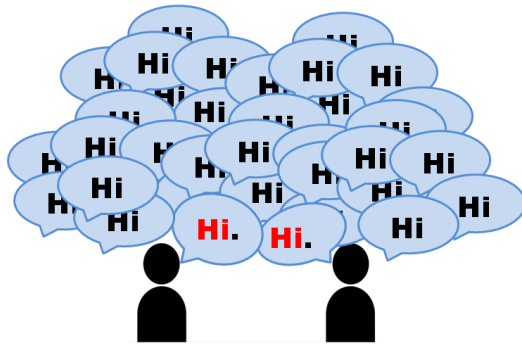


How to Use Social Media to Market Your Business

WHO

Everyone is on it. The charm is in connecting to your target audience.



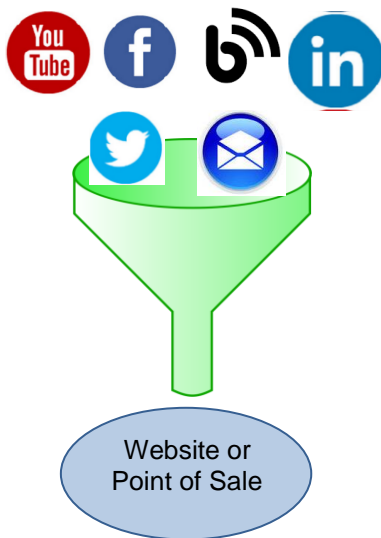
WHAT/WHERE

Determine which platforms match your strategy and goals (including time availability to manage.)



HOW

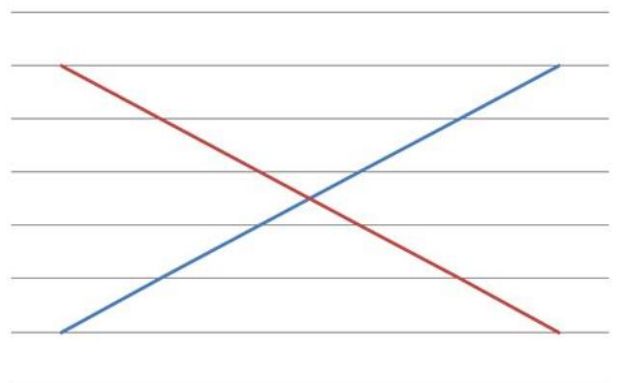
Your “real-life” strategy will drive your online strategy. Many mediums are free—you will either spend time doing it yourself or money to achieve results. But, remember, content is king and your brand is you.



WHY

Allow people to find you; Build your brand; Laser focus your inbound marketing to funnel customers to your website or point of sale

Time-Money Continuum — Time — Money



GET HELP

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Social Media Cheat Sheet

LinkedIn



Online resume and contacts directory

240 Million Active Users
Business/Professional
Prospecting
Networking
Job Search/Posting
Professional groups
Articles

Twitter



140 Character microblogging site

560 Million Active Users
Thought leadership
International connection
Find/build community
“Retweets”
Meet the CEO

Facebook



Most popular Social networking site in US

1 Billion Active Users
Targeted ads/promoted posts (geographically, demographically, interests)
Exclusive promotions, discounts, contests
Sharing

Blogging



Articles, 500-1500 words
Blogger; Wordpress

6.7 Million people blog
Search Engine Optimization (SEO)
Thought leadership
Links for Newsletters, sharable content
More indexed pages on Google
More inbound links
Connect to current topics/keywords

You Tube



Video

1 Billion Users
How-to's
Keywords searchable
People watch 100's of millions of hours every day.

Email



ENewsletters
Direct Mail
Constant Contact;
mailchimp; Aweber;

2.4 Billion Active Users
Mobile Friendly
Permission-based
Targeted/Segmented
Closest personal relationship (tailored content)