SOCIAL MEDIA FOR SMEs
Glass and Glazing Victorian State Conference

Presented By
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SOCIAL MEDIA FOR SMEs

- Understand & demystify Social Media
- Identify ways to Gain, Maintain & Retain Customers
- Identify new online trends & prepare to service these online
- Kick start social media solutions for your business
- Creating an eStrategy - A total organisation approach
- GlassDirectory.com.au
CURRENT ONLINE TRENDS

• Rich Media – Web 2.0
• Integration of Search & Display Advertising
• Content Explosions
• Multi-channel Integration
• Global Presence, Local Customisation
• Ad-Supported Applications
Social Media for SMEs
Google

Caffeine

Social Media for SMEs
STAND OUT FROM THE CROWD

TRADITIONAL Vs ONLINE MARKETING
TRADITIONAL VS ONLINE MARKETING

The Traditional Sales Funnel:
- Prospects
  - Sales is in control
  - Customers

The Modern Sales Funnel:
- Customer is in control
- Customer and sales share control

Source: Hubspot

Social Media for SMEs
What is Social Media?
“Social media is the use of technology combined with social interaction to create or co-create value”

Introduction to Social Media

Source: John Jantsch - Duct Tape Marketing
Why does it matter??

More than just a Website!!

Today we need a Total Web Presence
What has changed??

4P’s ——> 4C’s

Content + Context + Connections + Community

= Social Media Marketing
Building Blocks of Social Marketing

- **BLOGGING**
  - Read, Comment & Then Blog

- **RSS**
  - Repurpose, Republish and create content

- **SOCIAL SEARCH**
  - SMEs – Stimulate and manage

- **SOCIAL BOOKMARKING**
  - Tagging content

- **SOCIAL NETWORKS**
  - Share & Communicate

- **MICRO**
  - Real time communication

Source: Duct Tape Marketing
BLOGGING

THE ENTRY TO SOCIAL MEDIA
BLOGGING

• What is a Blog?

• Blog creates 4C’s
  (Content, Context, Connections & Community)

• Website Vs Blog

• Search Engine benefits

• Best way to start Blogging
  – Monitor relevant blogs
  – Comment on relevant blogs
  – Create your own and start posting

Social Media for SMEs
BLOGGING TOOLS

Blog Platforms

- Wordpress
- Blogger
- Windows Live Spaces
- Typepad
BLOGGING

• Blogging Best Practices
  – Read Blogs
  – Post Often
  – Network
  – Encourage Interaction
  – Linking
BLOGGING

• How to get more readers
  – Networks & Linkage
  – Submit to RSS and Blog Directories
  – Make it easy to Subscribe
  – Get Sociable
  – Linking
BLOGGING

• How to get more blog comments
  – Ask for Comments
  – Ask questions and seek opinions
  – Comment on Comments
  – Make sure commenting is easy
  – Active Commenting is one of the first signs a blog has some life

• Multi-author blogging as a referral tool
RSS FEEDS

**RSS** ("Really Simple Syndication") is a family of web feed formats used to publish frequently updated works—such as blog entries, news headlines, audio, and video—in a standardized format.

- Every blog is equipped with RSS
- RSS technology is everywhere now, and it is the secret to allowing you to filter through the flood of information you need to be tracking just to stay competitive.
- Readers – Google Reader, Bloglines, My Yahoo etc
RSS FEEDS

Social Media for SMEs
SOCIAL SEARCH

- Portals / Social Directories
- Rating & Reviews
- Google Maps Example
- Encourage People to Review
- Manage Online Reputation
- Fighting Negative Reviews
CUSTOMER SATISFACTION

Yes: Spread the word and Social media (e.g. twitter, youtube, facebook) 43%

Yes: 8 or more 5%

Yes: 5 - 8 people 7%

Yes: 3 - 5 people 21%

Yes: 1 - 2 people 16%

No 3%

Undecided 5%
SOCIAL BOOKMARKING

• Social bookmarking is a way for Internet users to rank and store websites, blogs, articles, videos and other types of website content

• How to Use Social Bookmarking Sites
  – Digg, Del.icio.us, Reddit or StumbleUpon

• How Not to Use Social Bookmarking Sites

• Social Bookmarking Tips
  – Search Engine Rankings
  – Timing is everything
  – Get your peers to help
  – Avoid opening several accounts on one social bookmarking site so that you can vote for yourself
SOCIAL NETWORKING

• Social Networks allow people to join, friend members or invite others to join and then share / exchange information

• Extend your conversations

• Increase your reach

• Open up new avenues of Networking

• Reach out to B2B Influencers

• Feedback & Research
FACEBOOK

- Widely used social network
- Facebook as business application???
- Facebook tools
  - The profile
  - Friends & Friend Request
  - Facebook Group
  - Note & Tag
LINKEDIN

• Professional Networking – A Formal Approach

• Profile, Groups, Q&A

• Much more focused business participation

• Difference between Facebook & LinkedIn
  – Who knows Who and Who can make introductions

• For Business Professionals
  – Find Clients, assistance, expert advice and deals
  – Build up the buzz – promote related news about your organisation
  – Employment
  – Feedback & research
MICRO BLOGGING

• Twitter – What is it?

• How to use it

• It is good tool to:
  – connect and network with others
  – instant access to what’s being said this second
  – access steady stream of resources / content
  – monitor brand image
  – monitor customer sentiments
  – extend reach when combined with Blogs

• Not a great tool
  – for product / service promotion
MICRO BLOGGING

• Who to follow – visit www.twellow.com

• Twitter – What to say?
  – Feedback (Quick Poll)
  – Promote an event or post an idea, don’t simply link

• Tweet tools:
  – Twittrific.com
  – Twhirl.org
  – Tweetdeck

• Twitter Search:
  – http://www.search.twitter.com
Social Media for SMEs – BRAINfoodforBusiness
Foundations of Good Communication

- Definition of core business – Essence of entity
- Corporate Identity – From website outwards
- Value Proposition – What is in it for the customer
- Positioning Statement – Which gap in the market
- Communication Platform – Integrated Theme/Delivery
- Management & Control - Constant Evaluation
- From Static to dynamic
Integrated communication strategy

- MYOB, CRM, Email, Database
- Internet / WWW
- WEBSITE
- Customers
- Gain, Maintain & Retain
- Social Media
- Business networks
- Core business, Positioning, Corporate identity & Value proposition

Company Network

Staff & Management

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Social Media for SMEs
eBranding for SME’s “eBrand yourself”
E-BRANDING YOURSELF

• Why do you need to brand yourself?
  – It is not who you know or what you know, but who knows what you know

• E-Brand yourself
  – Set up a public profile
  – A personal blog/website
  – Write for publications
  – Be on social networking sites
  – Show yourself to be an expert

• Network, Network & Network
SOCIAL MEDIA – WORD OF MOUSE

Social Media for SMEs
Australian Online Glass & Glazing Directory
GlassDirectory.com.au

Social Media for SMEs
• Online Glass & Glazing Directory
  – Interactive Search Facility
• Online Classifieds
  – Jobs, Buy / Sell
• Online Articles
  – Your publishing platform
• Online Promotions / Coupons
  – Provide discounts / coupons to consumers
• Online Events Listing & Promotion
  – Promote your events
• Banners & Link Advertising
  – Display your products and brands
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