

eXtension Entrepreneurs & Their Communities

www.extension.org/entrepreneurship



Housekeeping Details

- Sharing your email address
- Webinar evaluation at <http://tinyurl.com/ETCFeb11>
- Site orientation

Getting Down to Business with Social Media

Presented by Becky McCray

eXtension Entrepreneurs and Their Communities

ON-LINE PRESENCE Series 2011



Roadmap:

A little about me

Real world examples with ROI
(return on investment)

Social Media tools I recommend
for most small businesses

The Simplified Marketing Plan

Finding the time



A little about me: Becky McCray



Small business owner: retail store, cattle ranch, consulting businesses



Taught computer and business subjects locally and at national events

SmallBizSurvival.com: my site on small town business gets some national attention



Real World Examples

Samuel Gordon Jewelers, Oklahoma



“Interacting with people on Twitter has introduced me to new customers in 2010 which has equated to well over \$100,000 in sales.”



Real World Examples

Urbane Apartments, Michigan



The image shows a screenshot of a Twitter profile for Eric Brown (@Eric_Urbane). The profile picture is a man with short brown hair. The bio includes the name "Eric Brown", the handle "@Eric_Urbane", the location "Royal Oak MI", and a description: "We are available for Digital Marketing and PR Projects for your Small Business. eric@TheUrbaneWay.com 248-767-4460". A link to "http://www.theurbaneway.com/" is provided. Below the bio are "Follow", "List", and "Settings" buttons. The tweet navigation bar shows "Timeline" selected, along with "Favorites", "Following", "Followers", and "Lists". Two tweets are visible: the first asks "Are you Entertaining You Customers and Prospects, or just trying to sell something?" and the second says "Good Morning, @BrandieEBlack".

“Our Social Media efforts increased our web site traffic by 260%, which led to increased apartment rentals.”



Real World Examples

VPG Printing, California



“So thanks to this little thing called Twitter I have added clients in 15 more states that I had not done any business in before, making it well over 30 states now that Vertical Printing and Graphics, a little boutique printing and graphics company in Encinitas, CA can say they service.”

More Real World Examples

Where to find them on your own

Tod Maffin's [Case Studies Online](#)
Searchable database

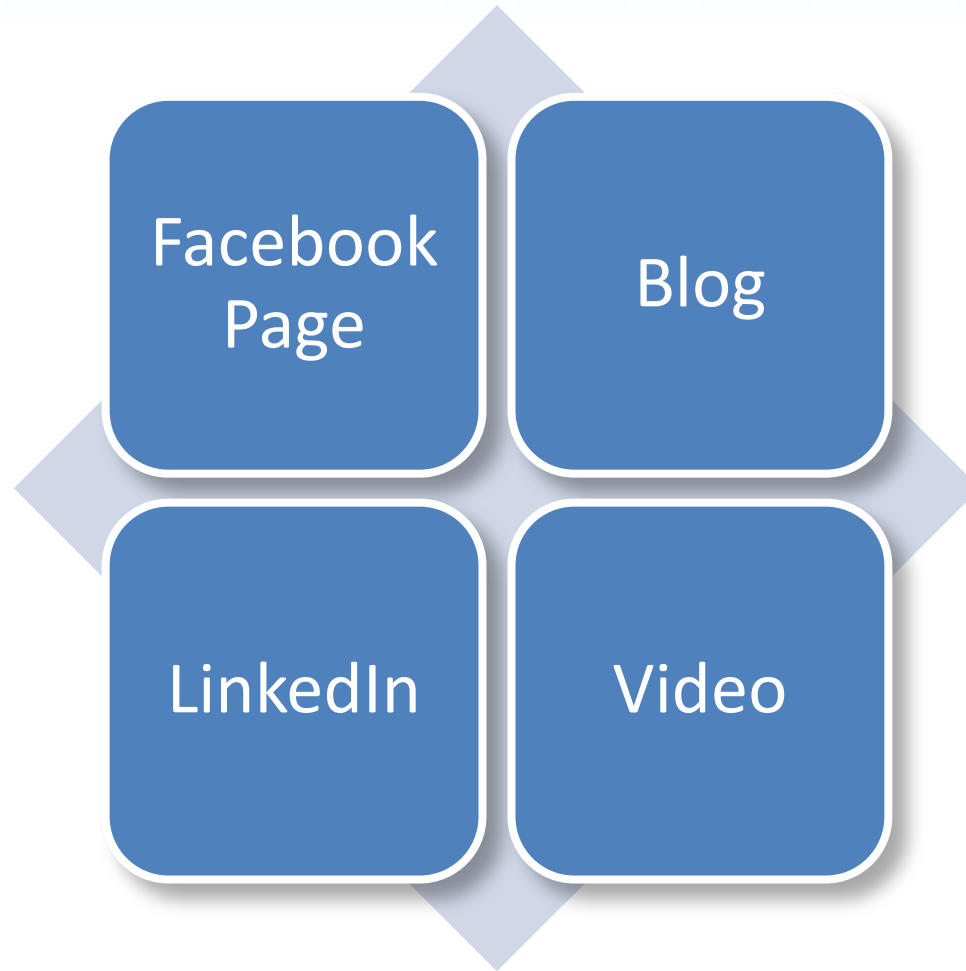
Social bookmarking:
[Delicious](#), [BizSugar](#)
Look for links tagged
“casestudy”

Documents and
presentations:
[SlideShare](#), [DocStoc](#)
Search on “social media”
and “case study”



Social Media tools I recommend

For most small businesses



Facebook Pages for small business

Create a Page, not Profile

Build your Page with your purpose in mind

Help customers showcase their own identity

Share success stories



LinkedIn for small business

Build your network

Be your own billboard

Use your expertise to answer questions

Ask smart questions

Capitalize on affinity Groups



Video for small business

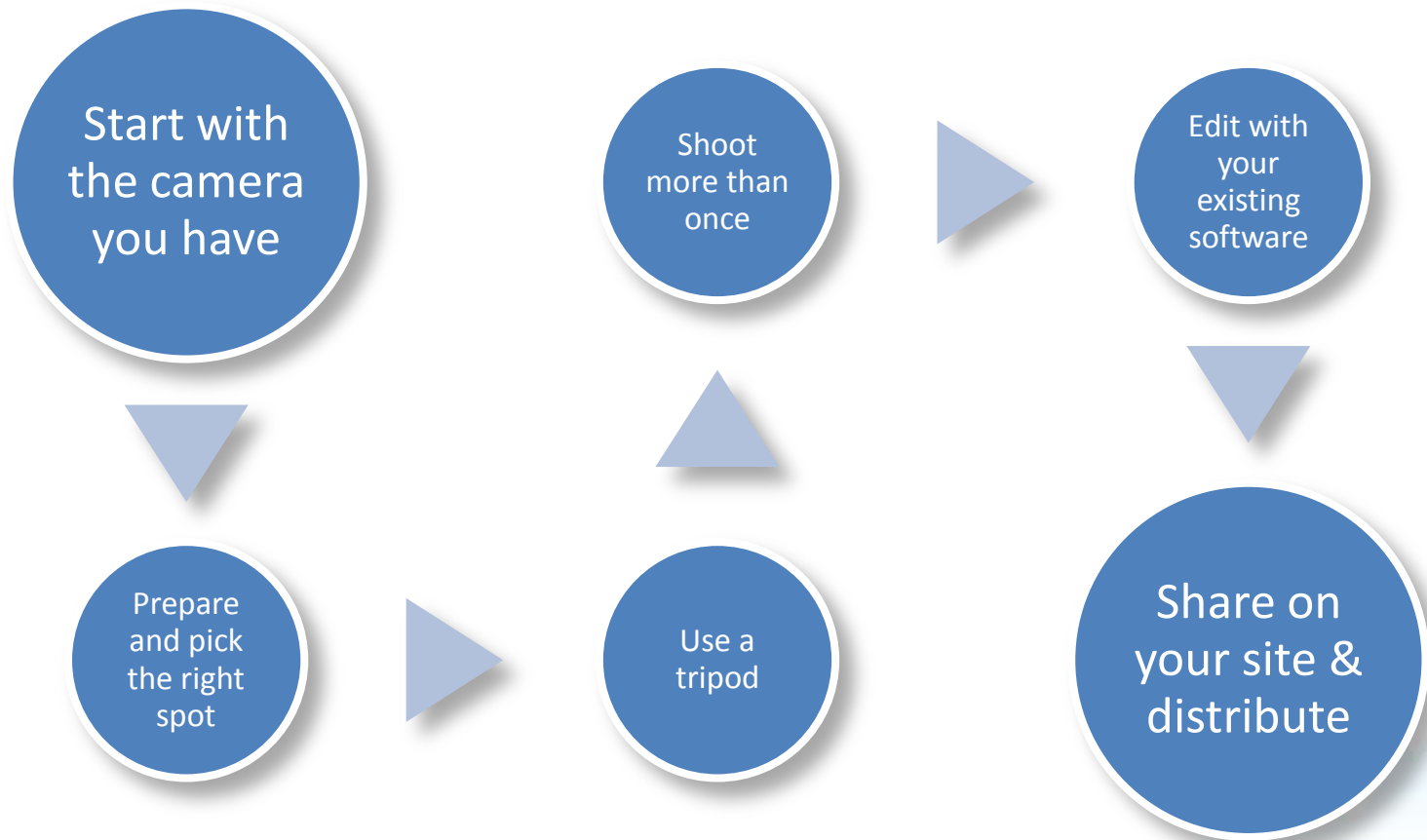
What to show

- Demonstrate products
- Introduce your people
- Profile your customers
- Show how you solve problems
- Tell your stories
- Share your community



Video

How to do simple videos



Blogging for a small business

Regularly updated website, or section of a website

Write down customer questions; blog the answer

Reuse good material in other forms

Focus on what customers what to know, not what you want to tell them about your business.



Which tools should you use?

Which do your customers use?



Use [Gist](#) or [Flowtown](#) to find out more about your customers



The Simplified Marketing Plan

Getting down to business

Name and describe each market you need to reach.

List potential methods you can use to reach them.

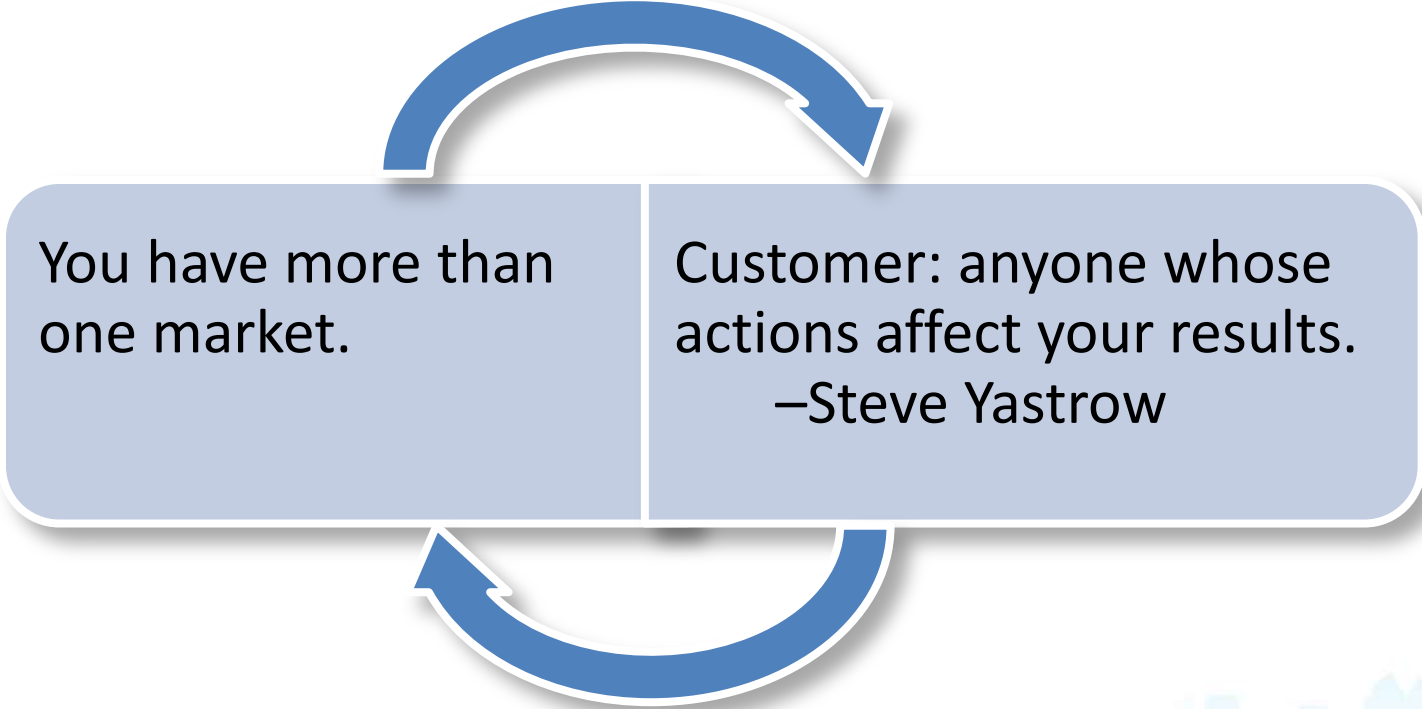
Establish the cost in time and in money.

Mesh this with your daily habits.



1. Name and describe each market.

You have to know them before you can connect with them.



You have more than one market.

Customer: anyone whose actions affect your results.
–Steve Yastrow



2. List potential methods you can use.

Brainstorming stage (evaluation comes later)

Traditional methods:

- Newspapers
- Word of Mouth
- Printed Materials

Online methods:

- Facebook Pages
- Blog
- Video
- LinkedIn



3. Establish the cost in time and in money.

Then decide which to implement.

Estimate the cost of each method on your list.

- Blogging: 8 hours and \$5 per month
- Billboards: 18 hours to create, \$1500 to post*

Balance the cost against the potential benefits.

- Contact: which get you in front of your target markets?
- Interaction: which let you build deeper relationships?
- **Bottom line: which have the best potential to drive sales?**

Focus on the effective tools

- Pick only the effective and do-able
- Get rid of old methods that are no longer effective
- Recapture that time and money for more effective methods

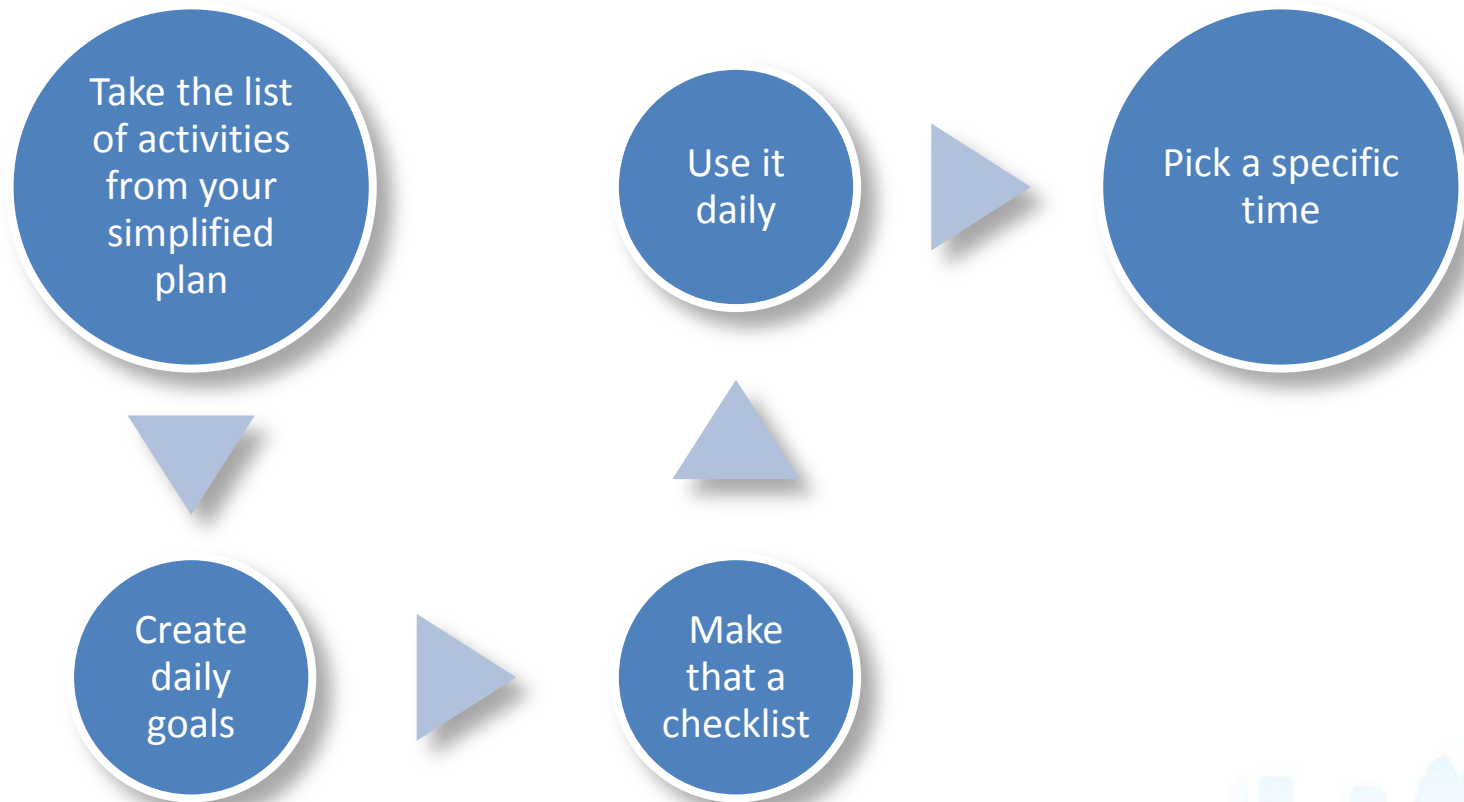
*I made that up. The point is to do your own estimates.



4. Mesh this with your daily habits.



Finding the Time



Sample Daily Goals



Update your Facebook and LinkedIn status

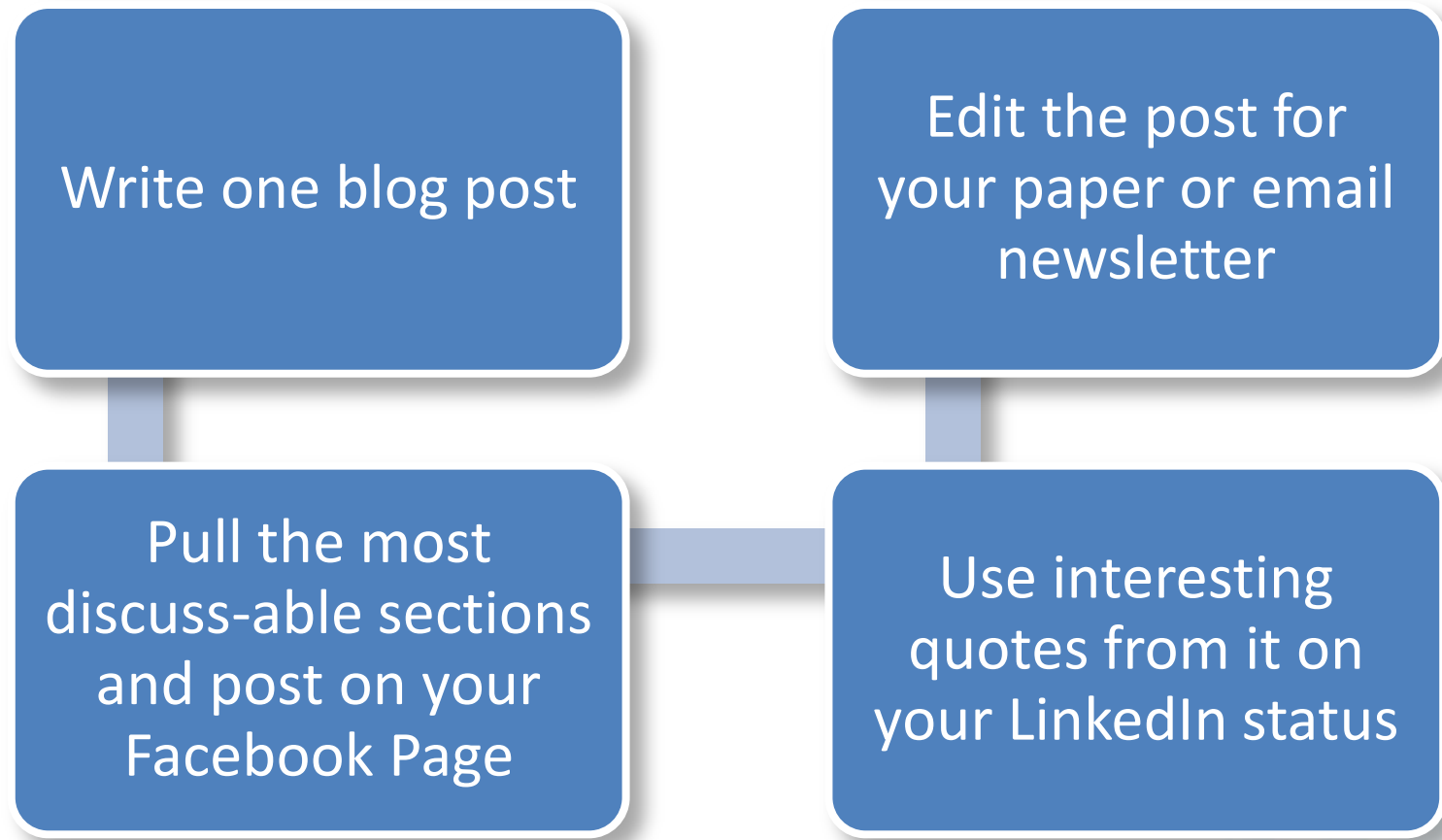
Respond to all comments on your blog

Tweet 5 interesting links (not counting any links to your own stuff) on Twitter

Answer a question on LinkedIn Q&A



Finding the time: Multiply your efforts



Why Small Business has the advantage in Social Media Marketing

We know
our
customers.

We GET
customer
service.

We don't
have 10
layers of
approval
process.



Thank you!

Let's connect

[Small Biz Survival](#)



[Facebook page](#)



[Email newsletter](#)



[@BeckyMcCray,](#)
[@SBSurvival](#)



Housekeeping Details

- Don't forget to mark your 2011 calendars with the dates of the upcoming webinars – 2nd Thursday
- Next webinar –
 - **March 11 - Get Found!**
- Evaluation

<http://tinyurl.com/ETCFeb11>