



Leveling the playing field

5 ways
Social Media
Can
Make your
Small
Business
Look
BIG

Hands up, is your business...

using social media?

blogging for business?

using Facebook for business?

using LinkedIn for business?

using Twitter for business?



Leveling the playing field

- Leveling the playing field has long been a rallying cry.

- Wikipedia definition:

*“A **level playing field** is a concept about fairness, **not** that each player has an equal chance to succeed, but that they all play by the same set of rules.”*

- So what does this have to do with using Social Media to make your small business look BIG ?



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Well...
Everything!



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Before the rise of Social Media

- BIG business had an huge marketing advantage
 - Larger ad budgets for traditional media spend
 - Traditional media was interested in “news about BIG business”
 - Media outlets wanted to interview BIG company executives.
- Not so level a playing field for small business owners.



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But Social Media has changed the playing field



Everyone can play with the big boys now!

- Today, buyers search online for purchasing information, before ever contacting a business.
- Its no longer about pushing your message out, its about being found.
- Social media gives everyone a fair shot at communicating with their target audience, and being found.



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The playing field shift...

Traditional Marketing

- Direct mail
- Trade shows
- Yellow pages
- Print ads
- Email blasts
- TV/Radio ads

Interruption marketing

Social Media Marketing

- Blogging
- Social Networks
- Search Marketing
- Content sharing
- Free tools / trials
- Video sharing

Permission marketing

Interruption marketing is giving way to permission marketing. Your customers are shopping the market and narrowing the field... by learning online about your company, products and reputation.



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Will They Find your Business?

Will They find What You Want Them to Find?

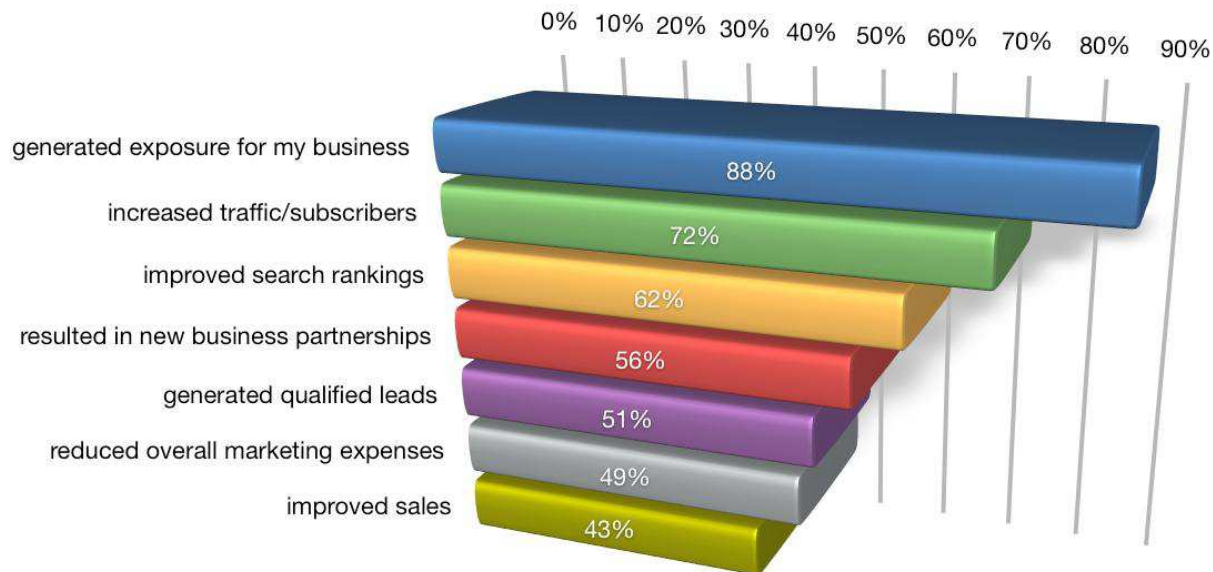
- Will your prospects find your business online?
- Will they find your competitors business?
- Are you losing lead opportunities?
- What do search engines say about your business to your prospects and customers?
- Are their reviews of your business online?
- Can Social Media make a difference ?



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The Benefits of Social Media Marketing

*Social Media Marketing Report 2011



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What the SMB said

ABOUT SOCIAL NETWORKING IN 2011 vs 2010

Social Networks “Very or Somewhat Beneficial” to Business:

Network	2011	2010
Facebook	54.8%	33.2%
LinkedIn	32.7%	20.0%
Twitter	32.0%	18.5%
MySpace	25.1%	17.0%
YouTube	30.9%	15.2%
Foursquare	13.9%	N/A
Yelp	17.9%	N/A
Groupon	16.1%	N/A
LivingSocial	14.4%	N/A

2011 Small Business Marketing Forecast, Ad-ology Research (n=752 SMB Owners)



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Why social media works for small business...

**88.6% of business owners believe “targeting customers by what they think, feel and value is more effective than by demographic”*

- Your prospects don't want to be sold anymore.
- They want information. From people they know, like and trust.
- They trust friends and online content more than advertising.
- They are finding it online and sharing with others in communities.
- Are they finding your business?



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Here's how
you can
use social
media to
make your
small
business
look
BIG!



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Start to Think Like a publisher

Social Media Marketing is about communicating with your audience

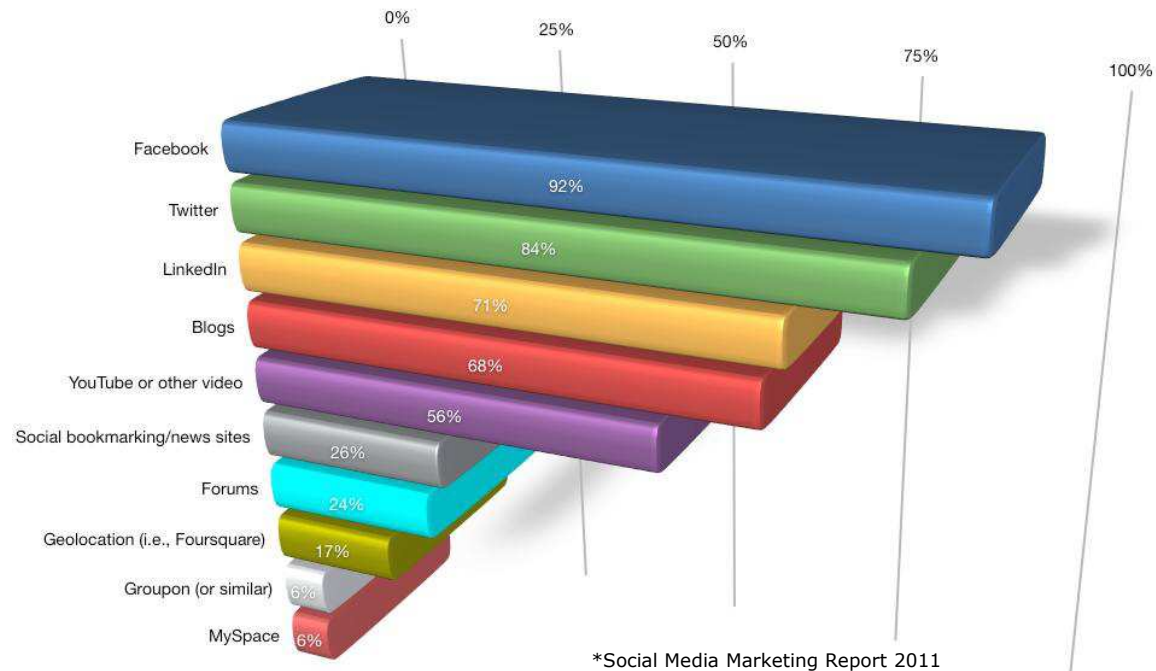


- Share your trusted industry expertise
- Provide the answers to your prospects questions in content that you create
- Produce “how to” content
- Share relevant information, yours or someone else's
- Anticipate what your audience will be looking for, create it and publish it



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The Most commonly used social media tools...



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5 Ways to Get Started Making Your Small Business Look BIG online



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5 Ways to Use Social Media to Make Your Small Business Look BIG

1. Start a Blog positioning you as a thought leader in your industry
2. Build a Custom Facebook page: Custom Banner, Landing page and additional lead generation tabs
3. Add professionally produced videos demonstrating your expertise and showcasing your product or service, while placing a human face on your own business.
4. Create and share eBooks, whitepapers, online newsletter content with your prospects
5. Integrate Social Media, Content Marketing, and Search Engine Marketing to dominate search results for your industry keyword.



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1. Position yourself as a Trusted Industry Expert

Why blogging is good for your business...

- Blogging is an immediate way to position yourself as an authority for your audience.
- Sharing your industry knowledge builds awareness, trust, and ideal customer relationships
- Build your audience, then provide FREE or trial offers to generate leads for your sales team.
- Use you blog to increase opt-ins for email marketing
- Google LOVES blogs. They provide excellent SEO benefits



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55% more
website visitors
for companies that blog.



Source: Data from over 1,500 small businesses - <http://bit.ly/XDkQV>



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2. Custom Facebook page: Banner, landing page, lead generation

Custom pages design creating a mini-website on your Facebook page

- Professionally designed Page banner for better, consistent branding.
- Custom, professionally designed LIKE landing page
- Build opt-in list, generate leads, run sweepstakes, contests, polls, etc
- Build a Multi-tab microsite right inside Facebook
- Develop an engagement strategy to make the most of your Facebook community.
- Facebook 'likes' distribute brand awareness by providing information towards the news feeds of everybody befriended from your brand fans.



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Custom Facebook page example



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Custom Facebook lead generation landing pages

facebook

MYcroSchool

Education Gainesville, Florida

Download Our Brochure

Learn about our customized path to High School Graduation.

Email Go

my school, my way

Our Location

Gainesville
2209 NW 18th St.
@ NW 25th Ave.

- Convenient location in City Center complex.
- RTS bus stop 1 block from school.
- Plenty of free parking available.

Opening Soon!
Jacksonville, Tallahassee, Panama City

Visit us at:
www.mycroschool.org

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- Info
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- Enroll Today
- FAQ
- Photos

MYcroSchool

Student Interest Form

Enroll Today

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Recent News

Visit our Website

MYcroSchool

Have Questions?

Get Answers Here

facebook

Kathy Fountain Fertility Counseling

Wall Info Welcome Classes FSOM Photos >>

Are You Frustrated That You Are Not Getting Pregnant? Take Control

Can the Mind Body Class for Infertility Help?

Overview Mind Body Classes FAQs Register

Registration Information and Pay Online

Complete our Mind Body Class application here or click on the Register tab above.

Classes are of 10 weeks duration, and are held at the Lotus Room 1101 W. Kennedy Blvd, Tampa, FL 33606. Classes start at 6:30 p.m.

Fee is \$800 for the 10-week program. Online payment is accepted. Please click button below.

Purchase Now

Visit Our Website Today

Unlimited resources with just a click

Visit KathyFountainFertility.com

Clicking here will redirect you away from this page.

Information

Location
338 S. Davis Blvd., Suite 313
Tampa, FL 33606

About
Are you frustrated that you are not getting pregnant? Have been under the gun? Learn how you can take back control. Join our group and learn how Kathy Fountain Fertility can help.

30 People Like This

Heidi Gardner, Claudia Gadd, Bob Linger, Audrey Herman, David Anderson, Marjorie

Like

3 likes

Fountain Fertility Blog | Tampa Infertility Counseling - New Proof Shows How Happy You Can Be Getting Pregnant

Fertility Diet Medication - Natural Ways To Increase Fertility | Jeppia's Blog

facebook

The Glass Window

Welcome

"LIKE" OUR PAGE TO UNLOCK THE FREE MOVIE TRAILER AND OTHER GREAT INFORMATION.

The GLASS WINDOW

The Glass Window - 31

WHICH SIDE ARE YOU ON?

www.theglasswindow.com

Info@theglasswindow.com

Visit

- Info
- Photos
- The Relationship
- Mark829
- Downloads
- Welcome

944 like this

184 talking about this

Like

Tampa Bay Rays

Family Values Cinema

Jesus Daily

The Bible

About Christianity

AN INSPIRATIONAL STORY FOR TODAY

A new book by the author of The Glass Window, "The Relationship"

GET THE BOOK

WHAT IS MARK829?

Are you troubled? Do you feel alone? Do you need to chat with someone who can help?

FIND THE ANSWER

INTERESTED IN MORE?

Yes! I would like to watch a sequel to The Glass Window Movie or a TV series. Keep me up-to-date!

Name:

Email Address:

Go

DOWNLOAD FAVORITE SCENES AND SONGS

Get your inspirational scenes and songs from the movie!

Purchase and download your Glass Window Movie favorites here.

GO TO DOWNLOADS

FOLLOW THE GLASS WINDOW ON

facebook

Twitter

YouTube



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3. Professionally produced videos demonstrating your expertise ...

Video marketing is NOT out of your reach. Showcase your product or service, while placing a human face on your own business.

- Retail sites with video increase conversion by 30% and boost average ticket by 13%. (L2 Specialty Retail Report, September 2010)
- Internet Retailer reports that visitors who view product videos are 85% more likely to buy than visitors who do not. (Internet Retailer, April 2010)
- 75% of internet users say they watch videos on-line on a regular basis.
- 80% of those people say that they are more inclined to watch a video if it's professionally produced.
- Google's "universal search" means online video now helps your business improve your search results



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How you can use video marketing

Social Video marketing is exploding. Produce these videos and share them with your communities on website, blog, Facebook and video sharing sites.

- [CEO welcome](#) video
- [Home Page](#) Video
- [Event Promotion](#) Video
- [Search Story](#) Video
- [Social Media Promo](#) video
- [Commercials](#)
- Expert Interviews
- “How to” videos sharing your expertise



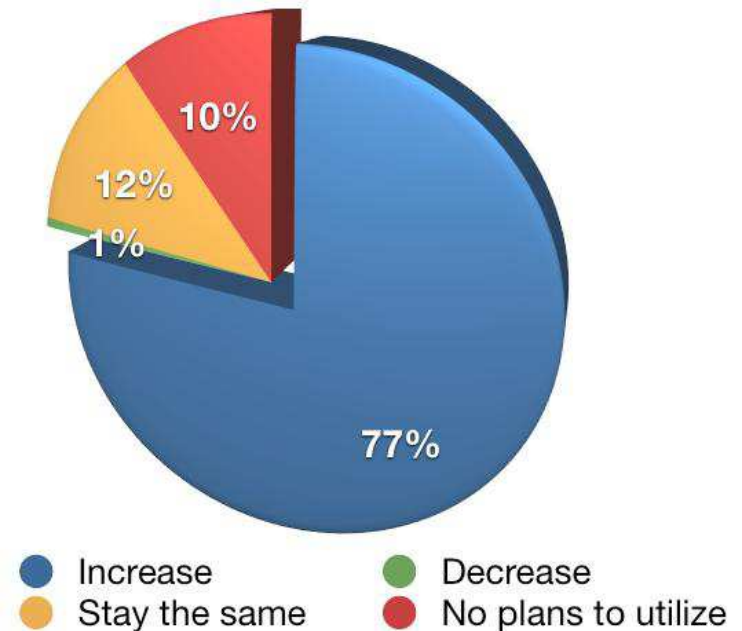
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Marketers plan to increase YouTube or video sharing

*Social Media Marketing Report 2011

Marketers indicated that YouTube/video was the top area in which they planned to increase their social media efforts.

A significant 77% of marketers plan on increasing their YouTube and/or video marketing.



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4. eBooks, whitepapers, online newsletter content

Create content to provide FREE or trial offers for lead generation

- eBooks – How to, guidebooks, tips, training for lead generation or profit
- White papers – Thought leader branding. Free or trial offer. Lead generation
- Webinars – for lead generation, or profit
- Newsletters – Community, brand building, remarketing



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Some quick examples


Kathy Fountain Fertility Counseling [Like](#)

[Wall](#) [Info](#) [Welcome](#) [Classes](#) [FSOM](#) [Photos](#) [»](#)

Unwrap the Gift of Knowledge

5 Strategies to Surviving Infertility

Click on the "Like" button above and receive the 5 Strategies to Surviving Infertility FREE.



For 24 years I hope to earn the trust of television viewers as host of a talk show titled "Your Turn" and as co-anchor or the 5 O'clock News on FOX35/WTVT-TV in Tampa, Florida.

Today I want to earn your trust and share ways to inform yourself and survive the challenges of infertility. The first thing I want you to know, is that I have been where you are. I became an Infertility Counselor as a result of my own personal challenges with infertility.

This Fan page is was created to provide a community for sharing the latest information and research about fertility, the Mind Body Program for Infertility, as well as the experiences, hope and successes among the fans of this page. Just click the like button at the top of the page and join us. I look forward to meeting you inside.

Mother's Day Issue: The Grand Beauty Spa, MedSpa, and Salon - May 2011

The Grand

BEAUTY SPA

Quick Links to Grand Beauty Spa news and information

- > [Drop the Hint for a Mother's Day Time Out](#)
- > [Grand Packages](#)
- > [Survey Surprise! What Men Notice First - Its Not What You Think](#)
- > [May Featured Products](#)
- > [5 Minute Makeup Tips for Moms on the Go](#)
- > [New This Month](#)
- > [Online and Benefits of Hot Stone Massage](#)
- > [Grand Photography](#)
- > [Did You Know Sweating Is Good For You?](#)
- > [What They Are Saying About The Grand Beauty Spa...](#)

Drop the Hint for a Mother's Day Time Out

A note from Grand Beauty Spa Owner, Carmen Lee-Sargeant

Looking for a little time out this Mother's Day?

We've put together tempting spa therapies that will delight all the senses.

Hint to your loved ones about one of our Grand Memberships this Mother's Day. It's a gift that will take care of you all year long and guarantee you take at least one hour per month to take care and re-energize you.



Imagine pampering yourself with your choice of... [Learn more here.](#)

You can find out more about our [Grand Beautiful Membership packages](#) here.

Keep yourself looking and feeling your best.

Happy Mother's Day! Many blessings to all Moms.

Grand Packages:



Think of a visit to the Grand Beauty Spa as a prescription for good health.

[Mother's Day Special!](#)
Coupons for special offers for mom! <

[Queen for a Day!](#)
Should Mother's be Queen for a Day?

[Money Getaway!](#)
Its time you get a break

[Princess Pampering!](#)
Because you deserve it!

[Members Only!](#)
-> Special Grand Beautiful member

Survey Surprise! What Men Notice First - Its Not What You Think

Greetings Grand Beauties! Alex here to share a shocking study I read about in Glamour magazine & heard about on the radio on my ride into work.

According to a poll given by Pantene to a large array of men we now get to know the first thing about us ladies that they notice is NOT... [Read the rest of the survey here](#)



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5. Dominate search results for your industry keywords

To have a successful Social Media Marketing plan requires an Integrated Strategy. Done , right, a key benefit is the SEO impact of your Social Media Strategy

- Google and Bing now include social signals in its search algorithm.
- SEO your website and blog, Google Places, and Google Maps. Optimize your Facebook page, and other social networks.
- Benefit from real time search in Facebook, Twitter, etc
- Dominate your competition in search results for your industry keywords.



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How Social Media benefits SEO

Integrating social media, content marketing and search marketing for better SEO.

- In addition to traditional website search results, now search results include social network updates more prominently on the search results page.
- Google is improving content relevance by measuring the frequency that links and videos have been shared by users' friends.
- The number of connections you have on social networks, will directly impact the number of people you may be able to reach through Google [and Bing] search results. – HubSpot



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Ready to level the playing field ?

Pick one or more of these 5 ways to make your small business look BIG and get started.

1. [Blogging](#) to positioning you as a thought leader in your industry
2. Build a [Custom Facebook page](#): banner, landing page and multi-tab site
3. Add [professionally produced videos](#) demonstrating your expertise and showcasing your product or service, while placing a human face on your own business.
4. Create and sharing [eBooks, whitepapers, online newsletter](#) content with your prospects
5. Integrate Social Media, Content Marketing, and Search Engine Marketing to [dominate search results](#) for your industry keyword.



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Thank You !



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