

# SOCIAL MEDIA

## B2B Marketing Technique: Step-By-Step Guide

### Novice Level

The following document outlines the learning outcomes you can expect to achieve by attending the full day 'Novice Level' Social Media Marketing seminar:

- SMM101N – LinkedIn / Your Profile
- SMM102N – LinkedIn Groups
- SMM103N – LinkedIn Company Page
- SMM104N – LinkedIn Growth Strategies
- SMM105N – Twitter Profile
- SMM106N – Twitter Fundamentals
- SMM107N – Twitter Strategies
- SMM108N – Twitter Tips (As You Grow)

The material is suitable for beginners or novices and is an essential foundation for those planning to attend our Advanced Level - Part 1 & 2 seminars.

There are over 450 pages of detailed practical notes and exercises included in the handouts + Q & A sessions.

If you are not familiar with the sample pages then it may also be time for a refresher ...

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## **Module 1: SMM101N LinkedIn – Your Profile**

This module focuses on how to strengthen your brand by maximising the effectiveness of your LinkedIn profile.

### *Learning Objectives*

- Identify the best practices for adding your name, professional headline and choosing an industry
- Avoid some of the common blunders that people make when selecting a photo for their profile
- Associate the correct company name with current and past positions
- Add current and past positions to your profile and appreciate the importance of including searchable key words
- Drive more targeted traffic to your websites and twitter accounts by adding links in your profile
- Direct non-LinkedIn members to your profile via personalised URLs and create your own unique profile badges
- Maximize the most brandable section of your profile and also manage endorsements for your specific skills & expertise
- Manage your contact information, personal details and privacy & settings' options
- Add interests, honours & awards and organizations to your profile
- Display samples of your work on your profile using - images, videos, audio files, presentations and documents
- Discover three (3) different methods for requesting recommendations from fellow LinkedIn users

### *Summary*

By following the steps outlined in this presentation, you will be able to:

- Make it easy for people conducting advanced people searches to find you
- Establish yourself as an expert in your field
- Drive more targeted traffic to your website(s) and Twitter account(s)
- Generate a NEW source of sales leads
- Strengthen your personal brand in the market
- Build TRUST & remove FEAR!

## **Module 2: SMM102N LinkedIn Groups**

This module covers the key aspects of setting up and managing LinkedIn groups.

### *Learning Objectives*

- Create a LinkedIn company group for branding purposes or position yourself as a thought leader in a specific industry
- Promote your LinkedIn group via a range of methods and check for its searchability
- Manage LinkedIn groups, send announcements, edit group rules and save time by using automated response templates
- Provide value to fellow group members
- Understand when to comment, reply privately or like a discussion topic
- Send weekly announcements

### *Summary*

By following the steps outlined in this presentation, you will be able to:

- Raise awareness and position yourself as a thought leader
- Gain exclusive access to an audience of professionals
- Build long-lasting relationships with customers
- Indirectly market your products / services
- Network with like-minded professionals related to your market segment / field of expertise via relevant industry groups
- Showcase your affiliation with organisations by displaying group icons in your LinkedIn profile
- Join discussions by sharing your insight, posting articles or creating polls
- Transition NEW relationships to Email, Skype, Phone or Face-To-Face

### **Module 3: SMM103N LinkedIn Company Page**

This module focuses on how to establish a LinkedIn company page, so any LinkedIn member can keep up to date with your company news, products & services, business opportunities and job openings.

#### *Learning Objectives*

- Add a company page and secure your vanity URL
- Add a company description, general information, up-load a banner image & logos, designate administrators and improve searchability
- Up-load additional banner images and corporate videos to drive targeted traffic to your primary website
- Add multiple products and services to your company page
- Request recommendations and add followers to your company page

#### *Summary*

Creating a dedicated LinkedIn company page will enable you to:

- Secure your preferred vanity URL
- Enhance your professional image online
- Provide another platform to promote your products & services
- Drive more targeted traffic to your primary website
- Engage with other LinkedIn members
- Rapidly deploy creative marketing initiatives
- Create BUZZ!

#### **Module 4: SMM104N LinkedIn Growth Strategies**

This module covers a variety of proven growth strategies that will enable you to quickly add lots of relevant LinkedIn connections to your network.

##### *Learning Objectives*

- Invite your business & personal contacts by importing them via MS Outlook or Excel
- Invite individual people you may know or groups of people you may know
- Remove any restrictions placed on your account in the event that people mark some of your requests as spam
- Join LinkedIn groups that will deliver real value to you
- Invite fellow group members to join your network without knowing their email address
- Opt-in to the OpenLink network and send FREE InMail messages
- Become a LinkedIn Open Networker (LION)
- Invite thousands of contacts to join your LinkedIn network that won't report your invitations as 'I Don't Know' (IDK) or SPAM
- Make it easy for other likeminded people to invite you to join their networks

##### *Summary*

Applying the growth strategies detailed in this module will enable you to:

- Generate more Advanced People Search results
- Build an accurate database of targeted email addresses
- Be more easily found by other people interested in buying your products and services
- Minimize the time required to achieve your business objectives and plans
- Avoid restrictions being placed on your account
- Improve your credibility!

## **Module 5: SMM105N Twitter Profile**

This module focuses on setting up a Twitter account that users will want to follow and be able to find amongst the millions of profiles.

### *Learning Objectives*

- Understand the history of Twitter, what it is; why you should use it and some important facts and figures
- Sign up for a Twitter account, set up your user profile and send your first Tweet
- Change your Twitter handle, profile photo and header image
- Write a Bio that shows up in the search results of third party applications
- Create a very professional looking Twitter profile that incorporates your branding, marketing message and personality
- Add photos and videos

### *Summary*

Getting to know Twitter & signing up for an account is just the beginning. To make your Twitter profile page really shine, you require a professional:

- Photo
- Bio
- Header Image

You also need to customise your background image so it includes:

- Your contact information
- Additional details about you or your company
- Additional photos of yourself or business
- Videos about your products & services
- Company logo / slogan
- Testimonials

## **Module 6: SMM106N Twitter Fundamentals**

This module covers the fundamentals of Twitter that you need to master before you can start tweeting to the world.

A comprehensive 'Glossary of Terms' is also included for reference.

### *Learning Objectives*

- Discover what a Retweet is and how to easily send one to your followers
- Understand why you would want to forward someone else's Tweets
- Discover what an @reply is and the correct format for sending one
- Understand the dangers of including too many 'mentions'
- Send private message to your followers
- Uncover the most effective use of these type of tweets
- Discover what hash tags are and how to incorporate them into your messages
- Appreciate why Twitter is considered such a powerful sales & marketing tool
- Shorten URLs incorporated in your tweets and make the most of Twitter's character limit
- Tweet like a professional
- Apply useful tips

### *Summary*

Twitter is the only sales and marketing tool in the world that allows ANYONE to listen to other people's conversations. Now that you know the difference between a RT, @Reply, DM and a Hash Tag # ... you'll be well on your way tweeting like a pro in no time.

Experiment, be creative and have fun!

## **Module 7: SMM107N Twitter Strategies**

This module focuses on how you can meet potential new customers by applying a range of proven Twitter strategies.

### *Learning Objectives*

- Find and attract both random and targeted followers
- Discover some of Twitter's limits
- Appreciate why it is important to listen before you start tweeting too loudly
- Make the most of Twitter's built in search functionality
- Understand the importance of helping and promoting other users before promoting yourself
- Easily track your interactions
- Effectively promote yourself using Twitter and have some fun doing it!
- Use Twitter to introduce yourself, start a public discussion or help someone
- Inject yourself into a conversation so you can start a NEW relationship

### *Summary*

Investing time in your Twitter account(s) on a regular basis will:

- Increase traffic to your website
- Increase brand awareness in the market place
- Increase sales conversion rates
- Improve customer service

Prospects still like to deal with real people however so transition your twitter interactions to traditional sales mediums ASAP!

## **Module 8: SMM108N Twitter Tips (As You Grow)**

This module covers areas that you will need to address once you establish a substantial Twitter following.

### *Learning Objectives*

- Delegate roles and responsibilities (... or outsource)
- Access your Twitter archive of previously sent tweets for reuse purposes
- Report abusive users
- Know your daily limits – Tweets, DMs, RTs, Follows, Un-Follows ...
- Remove potential account restrictions
- Understand the Pros & Cons of Twitter Marketing vs. Email Marketing

### *Summary*

Twitter is a real-time medium so ensure that you respond in a timely manner, especially when it comes to customer service. If you have been tweeting for a number of years then downloading your Twitter archive will enable you to easily reuse previous content.

Removing abusive tweets is a simple process and will only take you a few minutes to put the wheels in motion. Account restrictions are inevitable for anyone trying to build a large base of Twitter followers however they are nothing to panic about.

Twitter marketing has its place however email marketing does to; it simply depends on the age of your audience.

Now it's time to join the conversation!

Sample Page # 1

## Video

Another great way to enhance your brand on your company page is to add a corporate video.

52lists Overview Video



Add your YouTube video by pasting the YouTube Video URL into the box below

<http://www.youtube.com/v/GI5qUNqMaJY>

Provide a short description.

03 - 52lists Overview



It's important that you use the **correct** URL to share your video otherwise it won't work!

Sample Page # 2

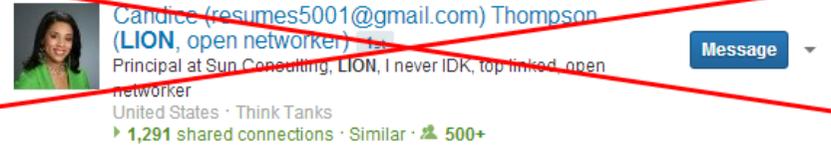
## How Do I Become A LION?

If you want to be recognised in the search results of other LinkedIn users as being a LION then do the following:

- Include the acronym “LION” in your profile’s professional; and
- Join some of the most popular LION / Open Networker groups as detailed on the following pages

The golden rule of being a LION is:

**“Never respond to an Invitation with an I Don’t Know or IDK message!”**



Sales Trainer | Social Media Expert | CEO | LION | Invites Welcome | | Never IDK | Top Linked

Sample Page # 3

## Twitter News Feed

Twitter profile backgrounds are a prime piece of real estate for brands, but creating one to be viewed as intended can be tricky due to the wide variety of screen resolutions.

Common problems include:

- Design hidden behind news feed
- Design looks different from one computer screen to another (brand message hidden)
- Design not optimised for largest resolutions resulting in blank areas

Independent of a computer monitor's resolution, the Twitter News feed will always be displayed at **865 pixels** in width and sit in the **centre** of the page.

This leaves an equal viewable amount of space either side of this area for your background design (the rest being hidden behind the Twitter news feed itself).

How much of the design is visible by a user, then, depends on the resolution of their display.

You should therefore aim to cater as wider an audience as possible keeping mind that **1366 x 768 pixel resolution monitors are the most popular.**

Any background image designed for higher resolutions will be wasted on the majority of users!

## Reporting An Abusive User

Twitter's help centre provides a mechanism for you to **report** any of the following abusive behaviour and have the associated tweets removed:

1. Someone on Twitter is posting my private information
2. Someone on Twitter is being abusive
3. Someone on Twitter is sending me violent threats

Click on the following link to report an abusive user:

<https://support.twitter.com/forms/abusiveuser>

