



Summit Downtown, Inc.



SOCIAL MEDIA STRATEGIES FOR SMALL BUSINESS

JULY 2014

Social Media Strategies for Small Business



26%

of small business marketers spend an hour or more on social media marketing per day.



58%

of small business marketers spend at least 10 minutes on social media marketing per day.



80%

of small business marketers plan to increase their use of social media this year.

Social Media Strategies for Small Business



If you are on the fence about whether or not you should make the time to implement, let's look at a few more numbers.

PURCHASE INTENT

46%

of online users count on social media when making a purchase decision.

50%

of shoppers have made a purchase based on a recommendation made through social media.

71%

of social media users are more likely to purchase from a business they are connected with.

Social Media Strategies for Small Business



As a startup, small business owner or employee, there's much to accomplish with limited resources, and traditional marketing channels can be expensive.

- Social media marketing is a relatively low-cost alternative that provides a direct line to current and prospective customers.
- It is easier to get started than you may think.

When implementing a social media strategy, being smart and efficient with resources is necessary to achieve desired results.

- The low cost can be a trade-off. What is saved in dollars will be invested in time.

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Where to start?

The first step should be to develop an understanding of current and potential customers.

Behind every exceptional social media campaign is a great strategy.

- Social media is all about connecting with your audience on an authentic level.

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Define your audience(s).

- Write down the details and find images that represent your target audience.
- Distinguish individual character profiles by age, gender, interests, profession, etc.

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Communicate to your audience(s)

- What are the key points you can communicate?
- How does your business meet a need, provide a service or solve a problem for each audience member you have defined?
- Start by listing at least three key marketing messages you would like to communicate to each audience segment.

Social Media Strategies for Small Business



How to Create Branded Content for your Social Media Audience in 3 Easy Steps

1

List Products/Services Offered

2

Identify Potential Audience(s)

3

Key Messages

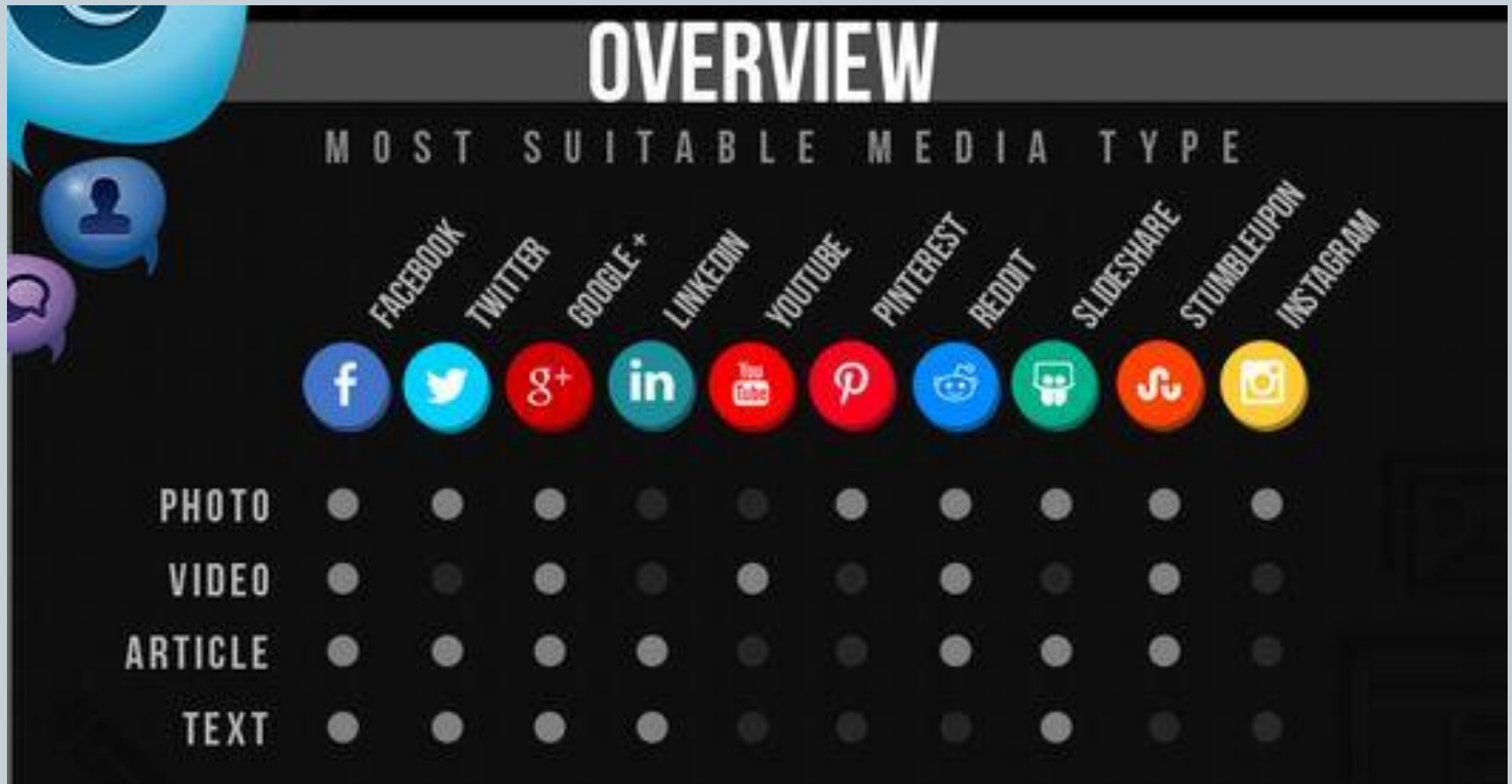
Social Media Strategies for Small Business



What Social Media Channel Should I Use to Reach my Audience(s)?

- Each social media channel has a different primary audience.
- It is extremely important to understand the differences so you can maximize the potential of each and not waste time unnecessarily.

A circular stamp with the text "DWNTN" at the top, "SUMMIT" at the bottom, and the number "07901" in the center. There are small stars on either side of the central number.



Social Media Strategies for Small Business



What Social Media Channel Should I Use to Reach my Audience(s)?

6 SOCIAL MEDIA PLATFORMS TO KNOW NOW!



1. FACEBOOK*

With more than 1.11 billion users, Facebook allows businesses to create "Fan" pages to better reach and engage with current/potential customers. Businesses are able to use Facebook to promote products, services, sales, and more through text, photo and video posting. Users can engage by "Liking," "Sharing" or commenting content from other pages (personal and business) or by "mentioning" (linking to other page) in a post. Facebook also offers a host of third-party apps which enables businesses to link other social media profiles, run contests, accept donations, etc via their Facebook page.

2. TWITTER

With more than 255 million active daily users, Twitter enables businesses to connect directly with current/potential customers via 140 character conversations! Twitter's brevity is ideal for frequent, live updates or conversations. Twitter allows users to post photos and videos and can exchange longer messages through the Direct Message feature.

3. LINKEDIN*

With close to 300 million users, LinkedIn is a professional oriented social networking site. User profiles are essentially an "online resume" and the basic functionality of LinkedIn is to allow users (workers and employers) to create "connections" which represent real-world professional relationships. LinkedIn enables companies to create pages to better engage connections by posting content (text, articles, photos and video). LinkedIn, more than any other social media site, is ideal for establishing professional connections and can be used for both direct to consumer and B2B relationships.

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What Social Media Channel Should I Use to Reach my Audience(s)?

4. YOUTUBE*

YouTube has more than 1 billion unique visitors to the site every month. YouTube allows users (personal and business) to upload, view, and share videos. Available content includes video clips, TV clips, music videos, and amateur content such as video blogging, short original videos, and educational videos. YouTube allows users to “subscribe” to channels to get updates but not all YouTube users have active YouTube profiles/channels like on other social media. Both personal users and business can monetize videos through YouTube partnerships and monetization tools in the video settings.

5. PINTEREST*

Pinterest is a visual, social bookmarking site where users collect and share photos of their favorite events, interests and hobbies. The over 70 million users create and share collections (called “boards”) of visual bookmarks (called “Pins”) — everything from planning trips and projects to organizing events and recipes. There is also a like feature to save certain pins that may not fit with a board or for later reference.

6. INSTAGRAM

With close to 200 million users and rapidly growing, Instagram is an online mobile social network that enables its users to take pictures and videos (up to 15 seconds), apply digital filters to them, and share them on a variety of other social networks, such as Facebook, Twitter, Tumblr and Flickr. A distinctive feature is that it confines photos to a square shape, similar to Kodak Instamatic and Polaroid images.

Note: “hashtagging” (example: #socialmedia) is key to connecting to the greater social media community! Remember to # relevant keyword in posts on Facebook, Twitter, Pinterest & Instagram.

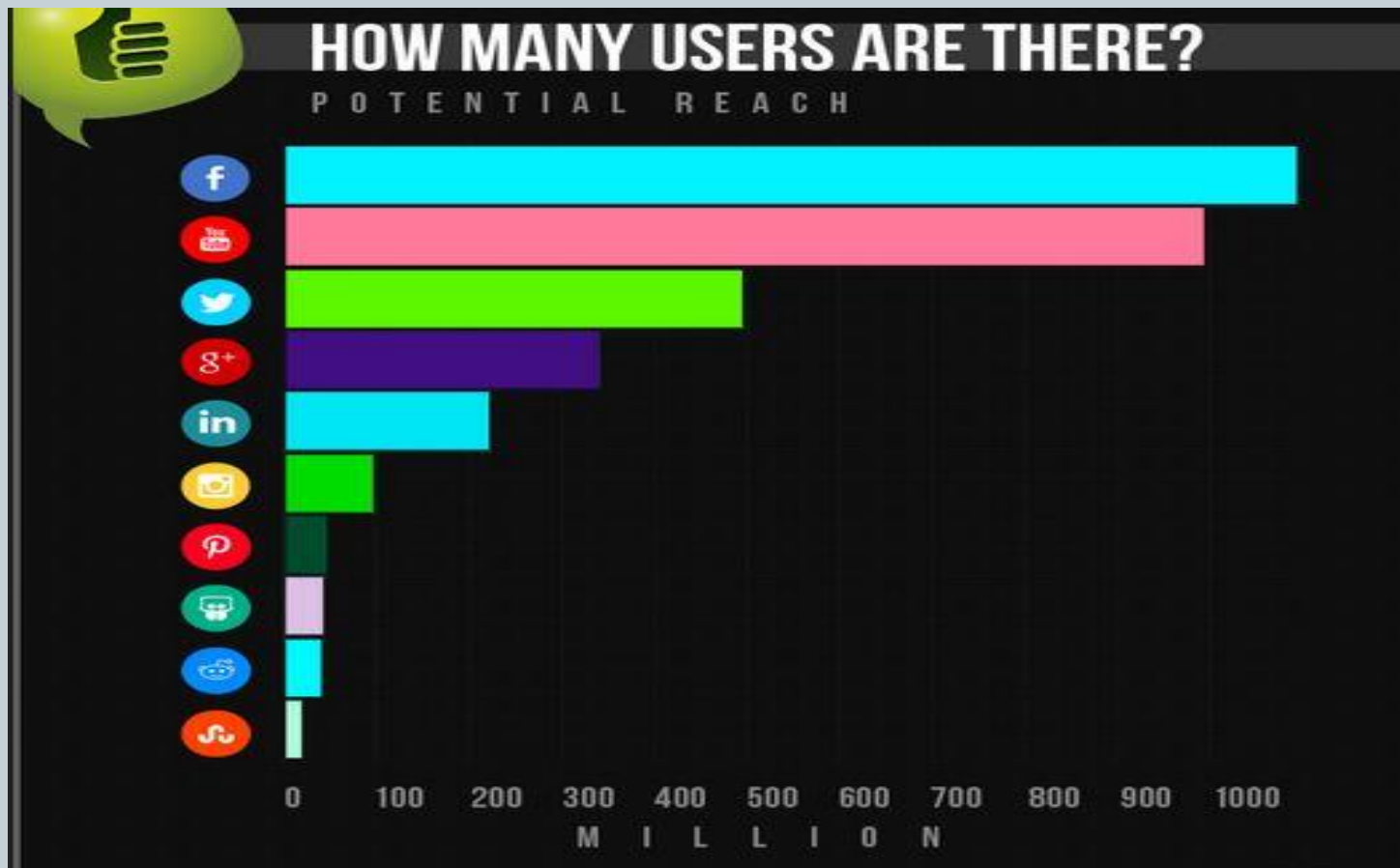
* provides FREE internal analytics system



Social Media Strategies for Small Business



What Social Media Channel Should I Use to Reach my Audience(s)?

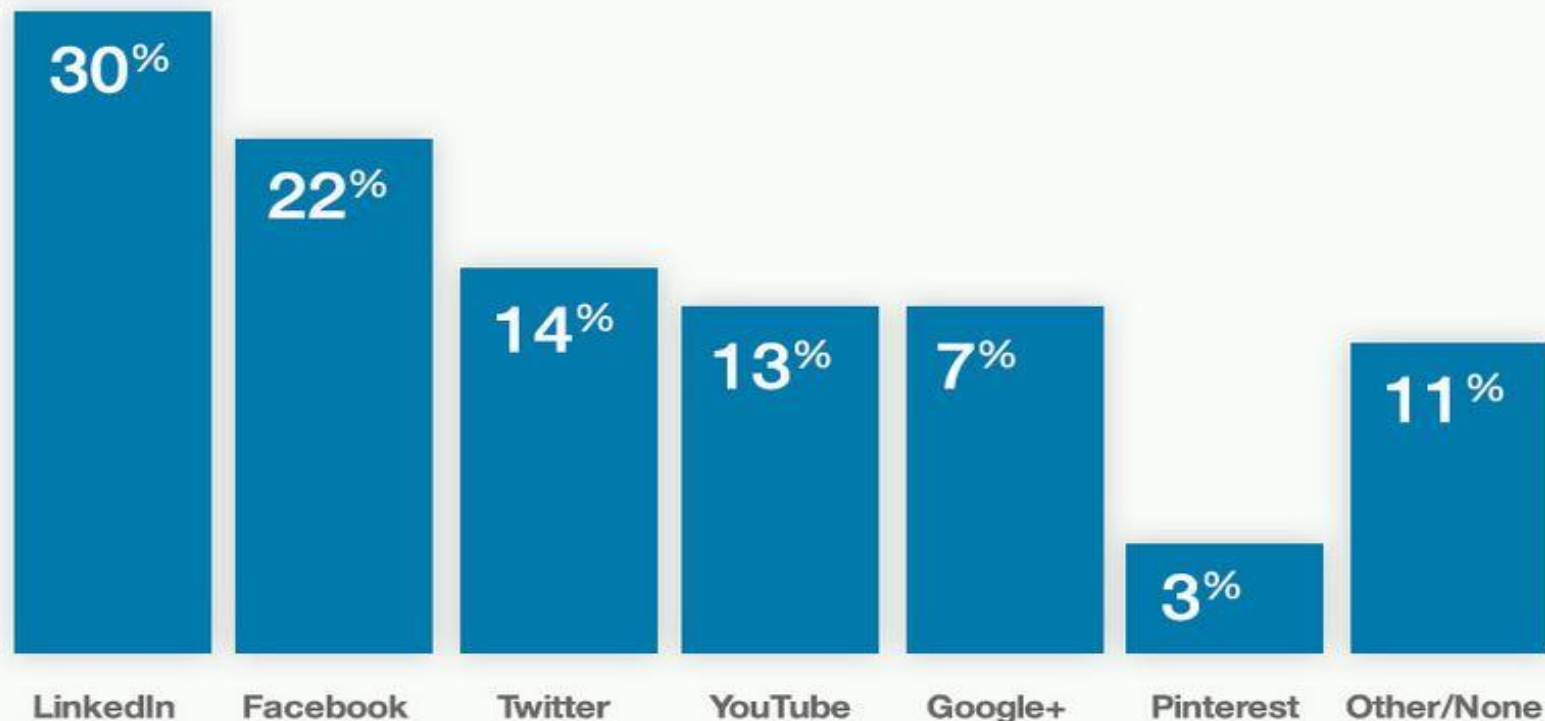


Social Media Strategies for Small Business



What Social Media Channel Should I Use to Reach my Audience(s)?

Which Social Networks Do Small Businesses Use Regularly?



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Coordinate Social Media Channels

- Treat each social media platform as a stand-alone effort and success will be limited.
- Networks need to work together to achieve goals

How many of you have a website for your business?

- Coordinate social media efforts to push people to your website

Your Ultimate Goal: buy products or engage services.

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Does anyone have a blog?

Establish the tone for your brand and share information.

- Optimize website and blog for social media by adding social icon elements to the front page of your design.
- Have them link directly to your profiles so interested visitors can follow you immediately.
- Include a call to action at the end of your blog posts asking readers to like you on Facebook or follow you on Twitter (or the platforms you have determined are best for your audience).
- Incorporate sharing buttons to reach a wider related audience.

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Do any of you send out an email newsletter?

It is another tool to reach current and prospective customers.

- And it should display your social icons prominently along with an invitation for your audience to follow you on social media.
- More to follow on email marketing

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Social media takes time and energy, which are precious resources.

Set yourself up for success by starting with a manageable load.

Choose one or two platforms to start with.

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The best way to guarantee consistency is to incorporate social media into your daily routine.

- Block out the time on your calendar, turn off all distractions and dedicate time to managing your social media accounts.
- Do this in one or two different time slots every day.

In your first month or two, expect to spend a minimum of 15-30 minutes a day on social media activities.

- You can increase the time as you see fit.

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Use audience profiles and sample messages to determine what original and curated content you will share.

- Create an editorial calendar to keep track of that content.

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To avoid getting bogged down, set up a process for organizing and aggregating quality content that provides value to your audience.

- Add the content to your editorial calendar and you can share it when you're ready.

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Tools to Consider:

HootSuite is a social media dashboard that offers monitoring, scheduling and analytic services.

Sprout Social is another cost-effective tool that helps you find and schedule content and track social media performance.

Mention app monitors the web, including the major social media channels, and tells you every time somebody mentions your name, brand or target keywords.

(Other options listed on handout)

Social Media Strategies for Small Business



Social media conversations are happening all around in real time. Monitor what people are saying about your brand.

- Respond to comments, mentions and feedback even if they're negative.

Content is the crux of social marketing.

- Unfortunately, combing through the Internet for good content to share can be slow and time-consuming.

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As you begin to create content based on your products/services relevant to your audience(s), remember to also connect to other, like-minded or similar organizations.

By sharing content from others you become part of a larger community which can help establish you as an expert.

Social Media Strategies for Small Business



ADD VALUE

Share content that your audience will find helpful, informative, or entertaining.



How to
Articles



Interviews



Webinars &
Podcasts



Reviews &
Ratings



Video
Tutorials



Market
Reports

Social Media Strategies for Small Business



Make an action plan for your daily social media activities and stick to it!

Make a list of the activities you plan to do every day.

- For example, comment on and/or link content on three different facebook pages. On Twitter tweet and retweet 3-5 times per day (you can schedule these).
- If you're using Pinterest pin and repin 3-5 images per day.
- If Linkedin is the best platform for your audience, share a link and like other people's links.

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When you're comfortable with those daily activities, join groups and communities to target specific demographics.

- Initiate and participate in more conversations by asking questions and posting comments to updates by others.
- Continue to personalize your brand by welcoming new followers and thanking them for sharing your content or offering a compliment.

Above all, be intentional about your social activities.

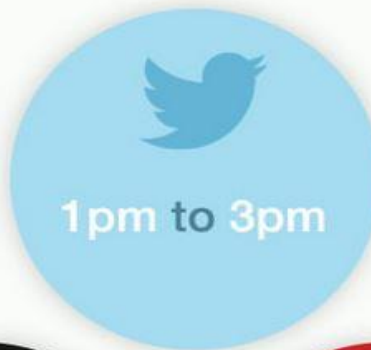
Success isn't about chance, it's about strategy and tactics.

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Timing matters

Different social networks have different peak times for posting. Take advantage!



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Tracking performance data is the best way to identify which tactics are working and which aren't.

- Most social media networks have tools you can use to track and measure your performance

Google analytics is a popular and easy-to-use option for monitoring traffic and interactions on your website or blog.

Keep track of which social media channels are driving the most traffic to your site.

- To stay on top of your social media plan, review your metric reports regularly (once a month).
- Make adjustments for anything not working, and try to recreate the things that are.

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In conclusion ...

When using social media for your startup or small business, the most important thing to remember is that social media is a marathon, not a sprint.

Define your audience and choose the best platform to reach them.

Do your research, integrate your social media icons and links, share content and keep track of how things are going.



Summit Downtown, Inc.



EMAIL MARKETING STRATEGIES FOR SMALL BUSINESS

Email Marketing Strategies for Small Business



What Is Email Marketing?

- by definition, “email marketing” is a way of directly marketing a commercial message to a group of people using email.
- email marketing is used in a number of ways by businesses to increase brand awareness and customer loyalty, acquire or convert customers, communicate promotional offers and more
 - sending email messages with the purpose of enhancing the relationship of a merchant with its current or previous customers, to encourage customer loyalty and repeat business.
 - sending email messages with the purpose of acquiring new customers or convincing current customers to purchase something immediately.
 - adding advertisements to email messages sent by other companies to their customers.

Email Marketing Strategies for Small Business



Industry Standards

Approximately 122,500,453,020 are sent per hour worldwide (yes, BILLION!)

Email Marketing Standards:

- Open-Rate (number of opens per email): 11-30%
- Click-Through Rate (number of clicks on links provided): 2.1-5%
- Unsubscribe Rate: .11-.20%

Email Marketing Strategies for Small Business



ADDED SLIDE: Open-Rate Explained

Open-Rate is measured by a small one pixel by one pixel graphic that is inserted into the email that you send. Each time the pixel is loaded, the email registers as having been opened. In some advanced cases, the pixel is tied to the recipient and is only counted once. **There are three problems with this tracking method:**

- Graphics must load in the email – however, many email providers and users never load the graphics in an email. Therefore, without the graphics loaded, it's entirely possible that your email has been read but that the “open” was not been registered.
- Contacts that only accept text-only formats. Despite these users “opening” your email, it also doesn't include any images. Therefore the “open” isn’t registered
- Finally, and increasingly, the number of users who read their email on their mobile device or tablet will only see the text version of your email. And, of course, seeing only the text version means not having an image and, thus not having an “open” recorded.

It's a generally accepted metric in the email marketing world that email open rate reporting can be off from anywhere from 11% to 30%. So, while it may look like nobody is opening your email, it could actually be true that your email is doing quite well.

Email Marketing Strategies for Small Business



Why Email Marketing?

- Unlike traditional email services – AOL, Gmail, Yahoo, Outlook, etc – email marketing services provide a host of capabilities to allow you to reach your customers in the most effective way
- Email Marketing Services provide:
 - premade templates and customization (no HTML knowledge required)
 - list management
 - reputation / building trust
 - statistics – analytics and social integration
 - helps avoid legal issues (CAN-SPAM Act of 2003)

Email Marketing Strategies for Small Business



ADDED SLIDE: CAN-SPAM Act of 2003 Overview

CAN-SPAM set the first national standards for sending of commercial emails. Some of the standards include providing a place where readers can opt-out of receiving future emails and requiring the sender's address in the email (usually at the bottom and can be a PO Box not actual address).

Email marketing services make sure your account is following these standards by adding these items automatically. They also stay on top of the latest laws and restrictions within the email legal landscape so you don't have to.

Using an email marketing service rather than your personal email also prevents spamming. Repeatedly sending bulk emails directly from Yahoo, Gmail, Outlook, etc accounts can lead to your email address being shut down by that email provider or by your own Internet Service Provider for what looks like spammy practices. Email service providers such as Constant Contact and MailChimp are trusted within the email community and they keep a good eye on their account holders to make sure there is no illegal business going on.

Email Marketing Strategies for Small Business



Email Marketing Services:

There are a variety of email marketing services available. Before selecting which is right for your business, consider the following:

- number of contacts you have
- premade templates / customization ability vs. HTML capability
- monthly budget
- other features (surveying, event sign-ups, social media integration, etc)

Email Marketing Strategies for Small Business



Top Five Suggested Email Marketing Services for Small Business



Email Marketing Strategies for Small Business



Lists – How To Build

- send a personal message to all your current contacts encouraging them to sign-up OR import all your current, trusted contacts directly
 - provide a sign-up link in your email signature
- have prominent sign-ups on your website, social media and other digital platforms
- in-person sign-ups at your business (front desk), during events (tabling at the Farmers Market), etc

note: email marketing distribution lists can be purchased, but it's best to first start by reaching your core customer base

Email Marketing Strategies for Small Business



Lists – Segmenting Lists

Why segment? Just as some of your products/services only apply to a certain audience, some of your customers may only want to receive certain *types* of emails relevant to them

- at first, put all of your contacts in one general list
- as you build your content and types of emails, segment your contacts into groups
- provide sign-ups for different lists (newsletters, events, loyalty, etc)

Email Marketing Strategies for Small Business



Types of Emails You Should be Sending

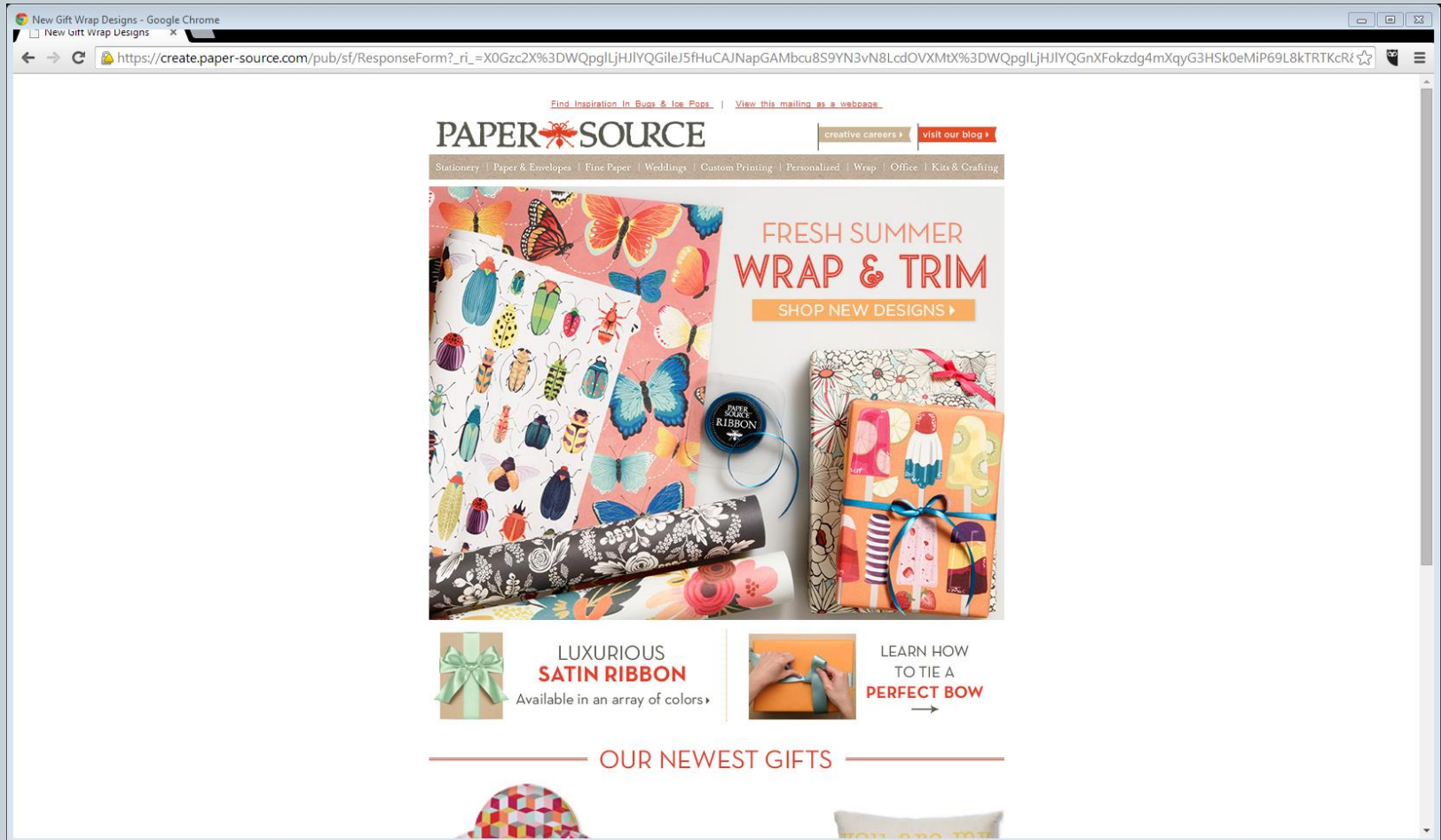
Unlike social media, email marketing allows businesses to connect directly with their customer via their inbox. Emails you should be sending:

- **About Your Business:** make first and lasting impression with an email to your existing or new, potential customers
 - in addition to providing general information about your business, this type of email also allows for your to promote your website, social media and other email lists your customers can engage with
- **eNewsletters:** keep your customers updated on a weekly or monthly basis about activities, goals and future plans as well as topics related to your business
 - think of an eNewsletter as a digital, “green” traditional newsletter

Email Marketing Strategies for Small Business



example: general information



Email Marketing Strategies for Small Business



example: eNewsletter

With GSHNJ, Girls Can Do Anything! Inbox x

Girl Scouts Heart of New Jersey nzimmerman@gshnj.org via iccontactmail2.com 9/13/13

to me

happenings *from the heart*

September 13, 2013

I can't wait to

I Can't Wait to ... laugh, explore, discover and **HAVE FUN** with friends as a Girl Scout! **Register TODAY** for another exciting year of Girl Scouts filled with campfires, cookies, crafts, and other programs you can't wait to experience! [Learn more here.](#)

WANTED: 2014 National Council Session Delegates

The next Girl Scout National Council Session will be held in the fall of 2014 in Salt Lake City Utah. GSHNJ is currently seeking girl and adult National Delegate applications. Our National Delegates will represent council and may vote on a variety of motions as well as the proposed states for National Board of Directors and National Board Development Committee.

Interested or know someone who might be a good candidate? Visit: www.gshnj.org/delegates to complete a [girl application](#) or [adult application](#). All candidates must submit a current resume with their form. Girls aged 14 to 17 are also eligible. **All applicants MUST be currently registered members of GSHNJ.** Finalist interviews will take place in 2013 and a slate of National Delegates will be presented at the next GSHNJ Annual Meeting in March 2014.

Operation Shoebox Packing Event!
Saturday, September 28 | 10am-1pm | free
West Service Center | 1171 Route 28, North Branch, NJ

Join your GSHNJ sisters for this community service event! Spend your

HAVING IT ALL
GIRLS & FINANCIAL LITERACY

According to GSRI's "Having It All: Girls and Financial Literacy" report, girls "are extremely optimistic about their

dreams." [View the full report here!](#)

Ready for **your** financial future? Join us for our upcoming financial literacy programs! [Visit our online program calendar for details.](#)

Troop News

Troop 8046 from Readington pictured above with their Girttopia Journey's "wall of inspiration" installation at the Hunterdon Regional Cancer Center. [Full article here.](#)

We'd love to hear from you! Email rcrosby@gshnj.org with troop updates, articles and photos!

Stay Connected!

GSHNJ Training

Attention Leaders! Have you taken **Level Training** yet? If not, sign up **NOW** and learn everything you need to know about Girl Scouting! [Full list of upcoming level training sessions are available here!](#)

Outdoors and Overnights Training (O&O) teaches you the skills you need to know, AND teach you to prepare the girls to plan and carry out their own activities and meals. Once you

grow your skills!
through product sales

Nut, Candy and Magazine Sale Program
Order taking: October 5 - October 25, 2013
Booth Sales: November 22 - November 24, 2013

Our annual Nut, Candy and Magazine sale program helps girls grow their courage, confidence and character! Through this program, girls have the opportunity to sell products to friends and family in-person or online via email! **Reminder: Girls must be currently registered to participate in the sale!**

For more information about our up-coming sale including training dates, visit: www.gshnj.org/nut-candy-magazine-sale-program

Can You Canoe?
Friday, September 20-Sunday, September 22 | \$65 per girl
Learn the basics of canoeing during this fun-filled weekend at Camp Hoover! Spend the day learning the basics of water safety and canoe strokes then practice on Swartswood Lake. You'll also have the opportunity to meet new friends, sing campfire songs, make s'mores and cook-out! [Click here for more information!](#)

Eragon Adventure: Medieval Outdoor Activities
Saturday, September 21 | 10am-12pm | \$15 per girl
Enter the fantastical world of Alagaësia during this workshop featuring hands-on medieval activities! Learn how to wield a sword, hone your archery skills and experience other Eragon-inspired adventures! [Click here to register.](#)

Camp Out: Happy Birthday, GSHNJ!
Saturday, September 28 - Sunday, September 29 | \$20 per girl
Bring your own tent, pitch it and spend the night at The OVAL for an of fashioned camp out! Enjoy our hiking trails; learn a new outdoor skill or game or, bring plans of your own! Sing at the evening campfire (s'mores included) and trade S.W.A.P.s with girls gathered from all areas of council to celebrate our 6th birthday! [Click here for details and to register.](#)

Email Marketing Strategies for Small Business



Types of Emails You Should be Sending

•Events

promote an upcoming event (some services offer RSVP options)

•Special Promotions / Loyalty

Because anyone can check your social media updates without actually “liking” or “following,” email marketing is the perfect tool to honor your loyal customers with special coupons codes/promotions, incentives, previews, and more

•Updates

New hours? New services? Send a quick email to your customers updating them, quickly and efficiently

•Thank You / Follow-up Emails

Particularly after an event, it’s important to thank your new and/or potential customers for their time – send an email with a Thank You and short description of the event and other pertinent follow-up information or use this as a way to follow-up with your customers with a survey

Email Marketing Strategies for Small Business



example: loyalty/promotional

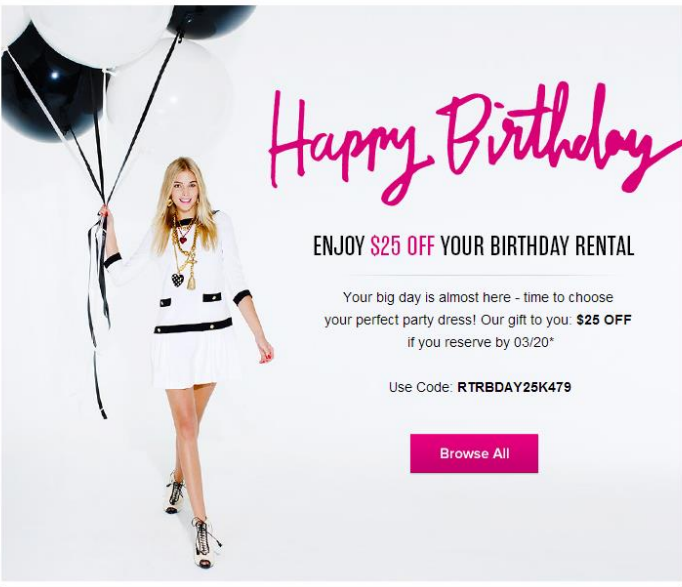
a710e5bc8b9a53193893a256ab7743000658/69d3b475

Rent Today: [View In Browser](#)

OUR NEW APP IS HERE!
[Download for iPhone](#)

RENT THE RUNWAYPRO

Our Runway What's New Dresses Accessories Sale



Happy Birthday

ENJOY **\$25 OFF** YOUR BIRTHDAY RENTAL

Your big day is almost here - time to choose your perfect party dress! Our gift to you: **\$25 OFF** if you reserve by 03/20*

Use Code: **RTRBDAY25K479**

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FOLLOW US [f](#) [t](#) [p](#) [+](#)

CALL A STYLIST 1.800.509.0842

FORWARD TO A FRIEND [✉](#)

*Offer valid on rental orders of \$100 or more. Offer expires 03/20/2014 at 11:59 pm EST. Promotional Offers cannot be combined, used with gift cards or redeemed in our showrooms.

To ensure delivery to your inbox, please add rtr@email.renttherunway.com to your address book.

Xa0vdB866UPNtEVKZ.B7uvasE6/?email=roseleigh.crosby@gmail.com&t_params=L_MIMYSTERYM%31

[Sale Starts Now!](#)

DESIGNERS | WHAT'S NEW

bloomingdale's

LOYALIST
FREE SHIPPING
No minimum required

WOMEN SHOES HANDBAGS JEWELRY & ACCESSORIES BEAUTY MEN KIDS HOME GIFTS THE REGISTRY SALE

ONLINE & IN STORE
NOW THROUGH FRIDAY, JULY 4

MYSTERY MONEY

TAKE AN EXTRA


**20%, 25%, 30%
OR 40% OFF**

a large selection of sale and clearance items. Offer and selection may vary in store.

ONLINE: Enter promo code **SUMMER** at checkout to reveal your discount.

[SHOP NOW](#)

IN STORE: Print this email with barcode and present it at the register.



0211000101315000000

+

ONLINE & IN STORE | NOW THROUGH SUNDAY, JULY 6

4TH OF JULY SALE

SAVE 20-65%

on a large selection of merchandise. Offer and selection may vary in store.

[SHOP NOW](#)

Email Marketing Strategies for Small Business



Email Marketing Best Practices

Scheduling

- create an emailing marketing schedule to prevent inundating your customers' inboxes
- be sure to not send conflicting or competing messages

Content

- personalize messages whenever possible
- use clear, non "salesy" wording
- easy-on-the eyes: use easy to read fonts and colors

A/B testing

- subject lines: practice creating intriguing, effective, call-to-actions (keep to less than 50 characters, if possible)
- test different days and times to learn when its best to reach your costumers

Email Marketing Strategies for Small Business



Conclusion

The first step to success email marketing is to find the email marketing service that best suits your needs

Once you have an email marketing service you can establish your branded, customized templates and content

Remember to track the success of your campaigns by checking the analytics and continue to grow your lists