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:

1. A little about me
2. Real world examples with ROI (return on investment)
3. Social Media tools I recommend for most small businesses
4. The Simplified Marketing Plan
5. 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

Top photo by www.rebekahworkman.com
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.”

Samuel Gordon Jewelers
Real World Examples

Urbane Apartments, Michigan

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

Tips from Shama Kabani, Marketing Zen, quoted at Small Biz Survival
LinkedIn for small business

Build your network

- Be your own billboard
- Use your expertise to answer questions
- Ask smart questions
- Capitalize on affinity Groups

Tips from Shannon Ehlers, quoted at Small Biz Survival
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

How to use video to promote your small business
Video

How to do simple videos

1. Start with the camera you have
2. Prepare and pick the right spot
3. Use a tripod
4. Shoot more than once
5. Edit with your existing software
6. Share on your site & distribute

How to do simple videos for your business
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 want 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.

Source: Small Biz Survival
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.

- Set aside time to work on marketing daily.
- Know your action steps.
- Multiply your efforts.
Finding the Time

1. Take the list of activities from your simplified plan
2. Create daily goals
3. Use it daily
4. Make that a checklist
5. Pick a specific 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

See also: 19 Presence Management Chores You Could do Every Day by Chris Brogan
Finding the time: Multiply your efforts

- Write one blog post
- Pull the most discuss-able sections and post on your Facebook Page
- Edit the post for your paper or email newsletter
- Use interesting quotes from it on your LinkedIn status
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 – 2\textsuperscript{nd} Thursday

• Next webinar –
  – March 11 - Get Found!

• Evaluation
  http://tinyurl.com/ETCFeb11