

Social Marketing Blueprint

Bird's-eye view of how to build an effective web presence

Your Basic Philosophy

First and foremost, be nice. While being nice, be helpful. You are participating on SOCIAL networks... not FOLLOW ME SO I CAN SELL YOU SOMETHING networks.

Market Research

Identify “winnable” niche key phrases that get a lot of search traffic (see the first few tidbits under ‘Tweet’ as well). For local presence, identify the highest-traffic phrases and build location-specific SEO (use names of local towns in design, content, and maintenance of supporting web sites).

Tweet

Establish a twitter account using your own name. Use Twitter for market research to learn what people talk about in your niche and to help identify key phrases. Follow people in your niche—both real people and news feeds related to your topic area. Make a list or two to track competitors who you'd rather not follow. Engage other tweeps in conversation. Be personal ~ 50% to 70% of the time. Retweet and tweet links to others' web sites ~ 20% of the time. Tweet links and insight to your business ~ 20% of the time.

Blog

Acquire appropriate Domain Name. Install Wordpress and establish proper Title and Description meta tags. Maintain a company blog in which you use your key phrase in blog headers and in key places in blog text. Establish a rota of blogs where you visit and participate regularly (see “Linking” below). Mine the blogosphere for content and comments related to your products & services. Respond quickly and with authority to people who comment on your blog. Invite participation; don't present yourself as the expert in charge.

Facebook

Create a PAGE within your Facebook Profile. Post daily (or more frequent) status updates on your page. “Like” other pages in your niche and add them to your page's favorites. Use Facebook as your own page and leave comments on other pages in your niche. Invite appropriate friends to “like” your page, and steer traffic to your page from Twitter and from your Blog.



69 Ridge Road
Lewisburg, PA 17837
phone: 570-768-5508
twitter: <http://www.twitter.com/cityslipper>



Trad Marketing

Continue with traditional marketing in your local market. Include your blog's URL, your Twitter name, and your Facebook page address on ALL of your trad marketing materials. Create new business cards that include these tidbits. Maybe even do an traditional marketing event to announce that you have finally arrived on the Internet.

Linking

Submit your blog to blog catalogs and RSS directories. Bookmark blog entries using social bookmarking services. Link to your blog from other blogs using the comments form (leave socially-involved comments). Offer to guest-blog for blogs in your industry (after you get to know the bloggers). Provide links to your blog in Twitter and Facebook. Link all your social media web site profiles to your blog. Participate in forums and link your forum questions & answers to your blog.

Raise Your Game

Create lively and engaging videos; post them on Youtube and embed them in your blog. Create an account on www.flickr.com; upload photos (use your key phrase in the names of the photos); embed them in your blog. Micro-publish on services such as Squidoo, Hubpages, and Weebly; link to your blog from your posts. Publish on article publishing sites such as ezinearticles and link your articles to your blog. Create a "posting network" managed through Posterous, and post to it 2 or 3 times a week with links back to your blog. Create podcasts. Lead webinars. Organize Twitter chats. Start a Facebook group.