

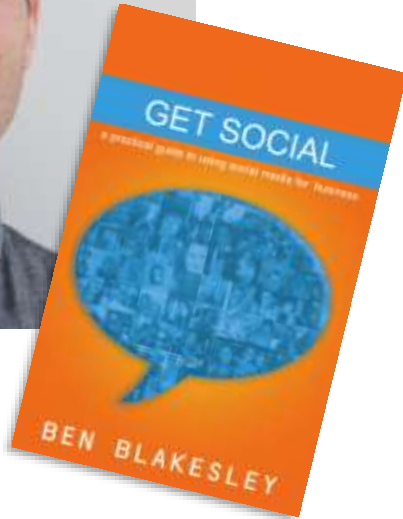
**NAMM<sup>®</sup> | U**



Grow Your Business



Ben Blakesley  
@benunh



# 4 Steps for an EFFECTIVE Social Media Program



Strategy...





**RANDOM ACTS OF KINDNESS?**

**YES!**

**RANDOM ACTS OF MARKETING?**

**NO!**

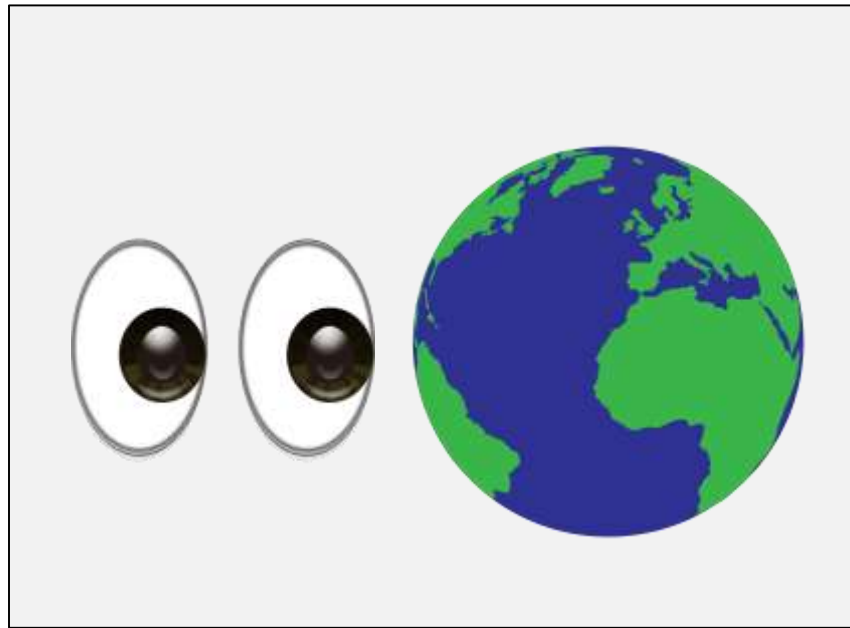


*The key to social media success*

**Add value.**

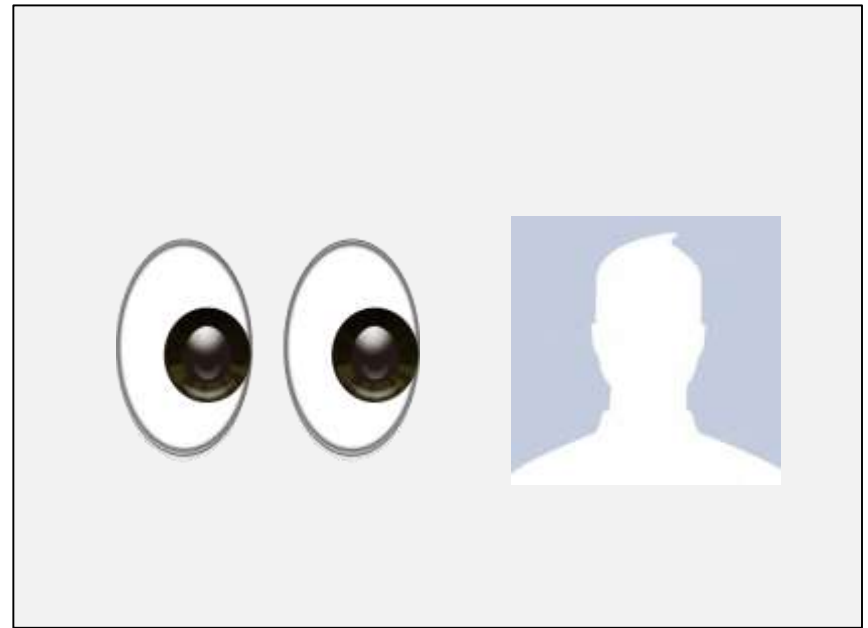
**Be consistent.**

## Organic



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## Paid

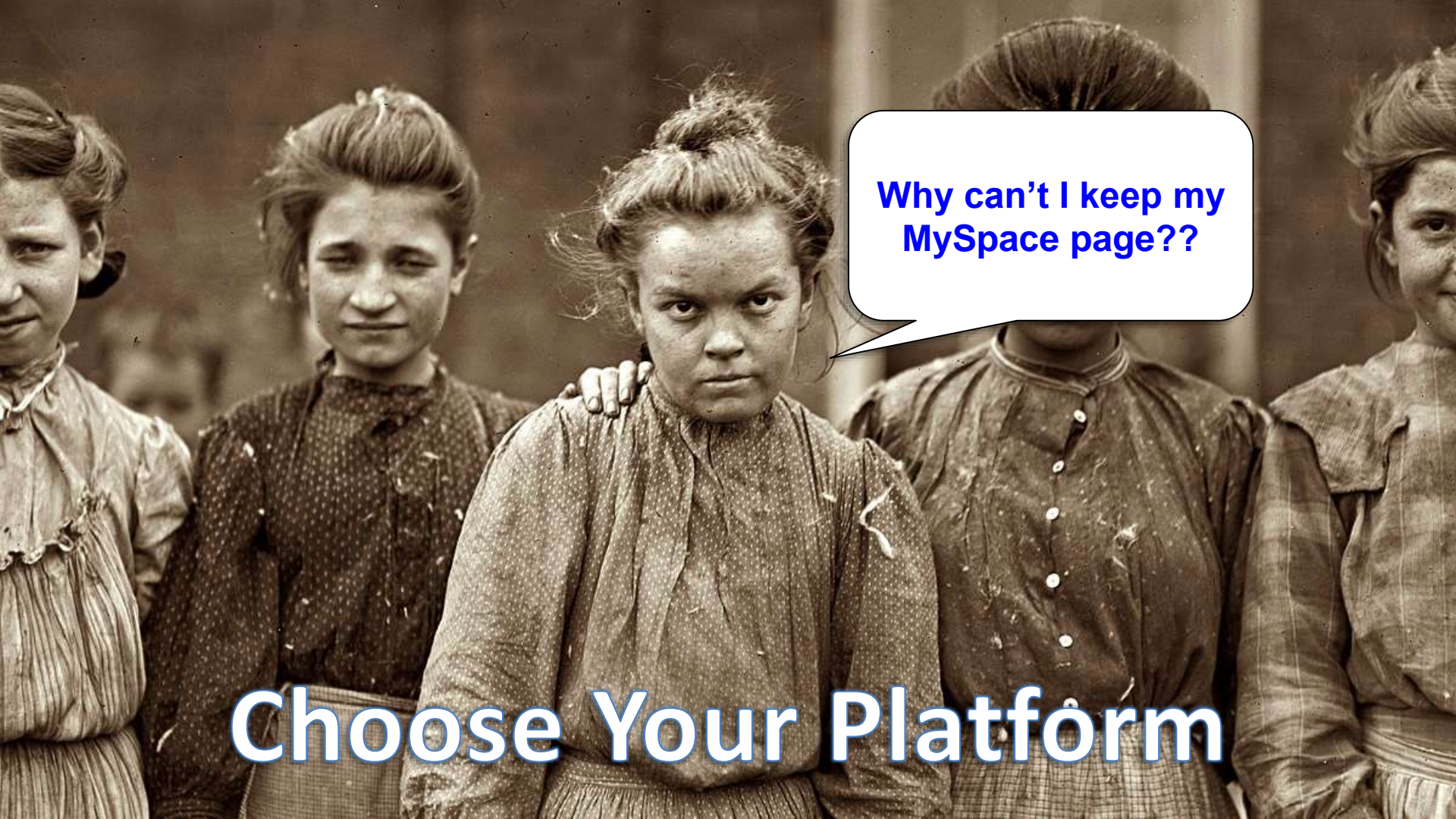


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## Social media is good at:

- Building and Deepening Relationships
- Humanizing Your Brand
- Education and Thought Leadership
- News and Updates in Real Time
- Expanding the Reach of Your Message
- Generating Foot Traffic
- Driving Web Traffic
- Increasing SEO
- Generating Sales
- Extending the Brand Experience
- Creating an Audience for Campaign Use
- Customer Insights
- Customer Service



Why can't I keep my  
MySpace page??

Choose Your Platform



### **Pros:**

Everyone is there. (2.2B)  
Amazing functionality.  
Lots of paid options.  
Superior interest targeting.  
Great for local.

### **Cons:**

Unpredictable/inconsistent.  
Low organic reach.  
Aging demographic.

OPEN

Ice Cream

50¢

5¢  
10¢

THE BEST  
USED CARS  
IN TOWN

ICE CREAM  
PARLOR

100%

FREE

100%

PACKARD

REPAIRS

100%



### **Pros:**

- Large audience. (330M)
- Real-time conversation.
- Easy to share.
- Lots of paid options.
- Quality interest targeting.

### **Cons:**

- No longer growing quickly.
- Can be hard to follow.
- Crowded space.

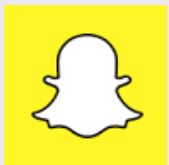


### **Pros:**

- Large audience. (800M)
- Very engaged users.
- Easy to use.
- Efficient paid options.
- Facebook integration.

### **Cons:**

- Not very shareable.
- Can't link out organically.
- Few audience insights.



### **Pros:**

- Large audience. (300M)
- Very engaged users.
- Not too crowded.
- Some paid options.

### **Cons:**

- Not very shareable.
- Can't link out organically.
- Few audience insights.
- Ephemeral.

OPEN

Ice Cream

50¢

5¢

10¢

THE BEST  
USED CARS  
IN TOWN

ICE CREAM  
BAR

YDOL

FREE

FREE

PACKARD

REPAIRS

111



### **Pros:**

- Pro audience. (250M)
- Multifunctional.
- Good for B2B.
- Not too crowded.
- Good paid options.
- Effective user targeting.
- Quality analytics.

### **Cons:**

- Focused audience.



### **Pros:**

- Large user base.
- Great for SEO.
- Easy to use.
- Good paid options.
- Great statistics.
- Long tail content.

### **Cons:**

- Difficult community.
- Resource heavy.

THE BEST  
USED CARS  
IN TOWN

OPEN

Ice  
cream

50¢

5¢

10¢



**Pros:**

Long tail on content.  
Fewer active brands.

**Cons:**

Lower adoption.  
Limited functionality.

CREAM  
BAR

YDOL

FREE

WAL

PACKARD

REPAIRS

111



**Making it work for you.**



The most exciting word in social media?

**PROCESS!**



# Social Media



# PROCESS



When creating #socialmedia content, process is the key to sanity, efficiency, and results.

via @benunh



#socialmedia

Plan to be spontaneous.

via @benunh



When you're done there... can you show me how to post pics on Facebook?

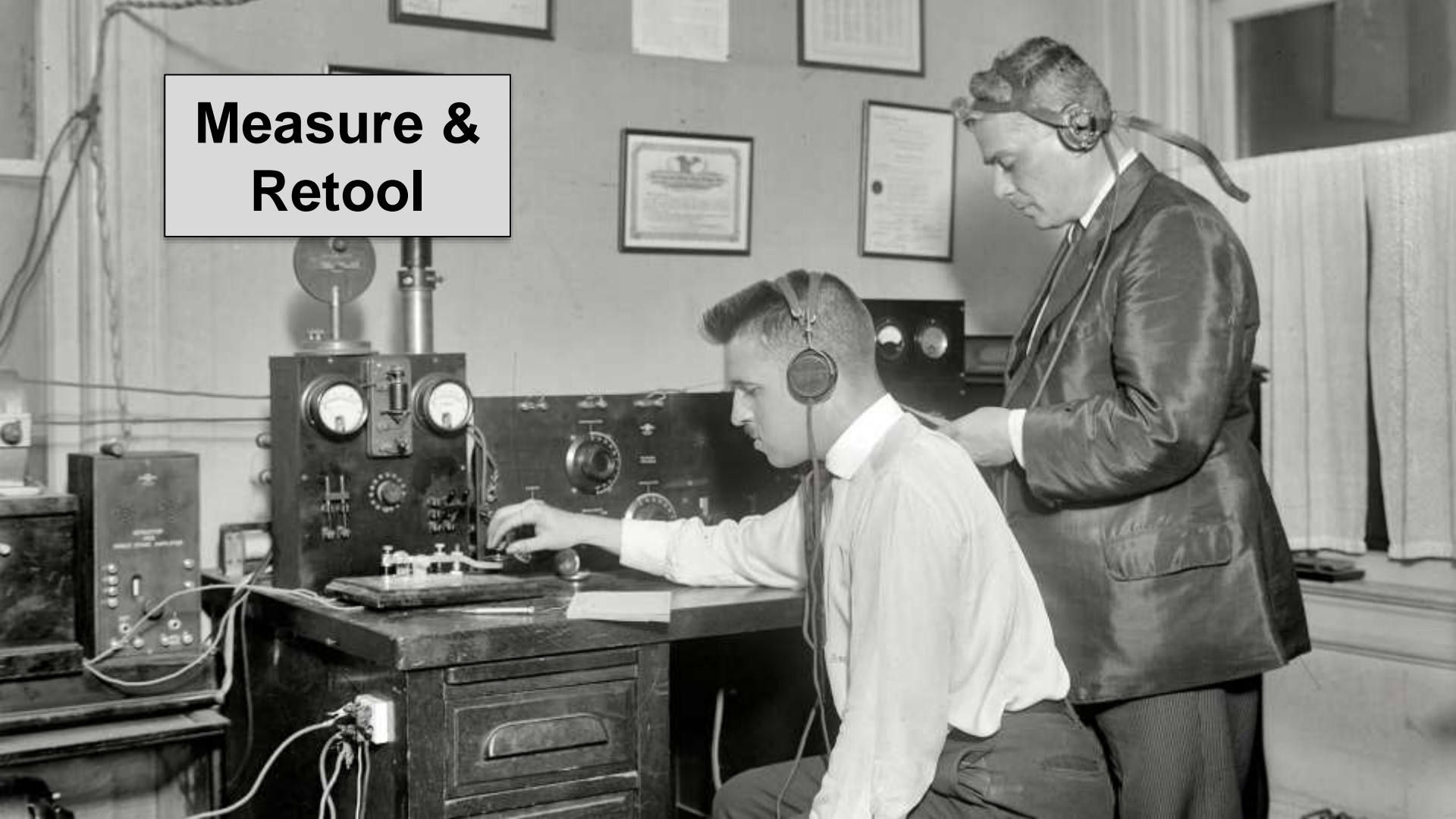




**HELLO**  
**I AM...**

**ACCOUNTABLE**

# Measure & Retool





# Measure to succeed

- Set your KPIs (key performance INDICATORS)
- Set your targets
- Test and learn and try again



**Recap**



1. Set your strategy
2. Choose your platform
3. Put process in place
4. Measure and retool

QUESTIONS?



photos from shorpy.com

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