

A Social Media Brief

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Social Media Basics

Social media is used to build and maintain relationships. These can be with fans, customers and clients – current or potential. Social media is a global network of individuals searching for things they like on platforms that utilize internet technology. Relationships are no longer strictly face to face – they can begin, grow, expand and mature without ever occurring in the physical world. Once a relationship with a customer is created and strong, AND if they need your product or service, the customer will buy.

Traffic to social media profiles is built by adding Facebook and Twitter icons to all material, print and screen. Although slower and less effective, traffic *can* be built through in-network interaction. It is crucial to promote Facebook and Twitter presence on all press and promo material.

On it's own, Facebook can only build traffic through use of ads and by fans/customers sharing with their network - unlike Twitter - which can build traffic on it's own by following relevant and associated accounts, then conversing with them.

Social Media Content

Providing distinct, niche material will boost visibility in your market and followers/fans will learn what your company is about. Posts that intrigue fans by asking questions or for input are more effective at attracting and retaining a fan base than posting statements about the weather or plain news about your company. Pictures, videos and links (rich media content) are necessary to pique fan interest and keep them coming back. The internet is no longer static – it is a dynamic, living, evolving entity that your business must use to keep up and remain successful.

With the invention of blogs came dynamic content: ever changing news, stories, articles and information. Blogs are like news channels that focus on one or several related subjects. Just like blogs, Facebook and Twitter rely on dynamic, constantly new content.



Facebook is the social media giant. The entire world will eventually be on or linked in to Facebook because of the intimate and permanent connection it creates. Companies use Facebook to retain customers and offer them coupons and incentives for “liking” their page. When a user “likes” your Facebook page, it is instantly listed on the user's info page under interests with a link back to the page. This is a new form of advertising. When a user “likes” a page, their entire network sees that action and is now introduced to your Facebook page. This means your business or product is broadcast to a limitless amount of current and potential customers.

Facebook allows pages to share: images, videos, links, questions (surveys) and text updates. Rich media always grabs more attention than simple text. Facebook status should be updated at least once a day and the page admin(s) should respond to page activity within 48 hours. Once a page becomes very popular, it will be impossible to respond to all of the fans, but the fans know that and popularity is a good thing!

Facebook Ads

Facebook ads are a new way of target marketing. There is endless value to Facebook advertising. You can choose where your ad shows up based on each individual user's demographics. You can target a broad audience like every member on Facebook, or target extremely refined groups based on gender, age, location, interests, and social connections (friends, likes, advanced interests). Facebook ads are essential for any “thing” that needs promotion.



Twitter is an ongoing conversation between users with common interests. A business can: *be* the topic of discussion, *start* a discussion, or *provide advice* & objective opinions. Companies use Twitter to release information as fast as possible. News channels and papers tweet breaking articles, transportation agencies tweet route detours, and pop stars/labels tweet upcoming songs.

Effectiveness on Twitter is based on followers. Without followers, your tweets are unseen and ineffective. Your followers are your fan/customer/client base. When users like what you are tweeting or already know your company and want to stay in the loop, they will follow you. These users will then see your tweets on their home stream. Users can then retweet something you wrote which shares it with their followers. This is how *#trends* (hash tags) occur and messages spread like wild fire across Twitter and the world. A well written, relevant, broad appeal tweet can build national momentum and exposure in a matter of hours.

Twitter allows updates in text format, but they have implemented methods for picture, video and link sharing. Twitpic and Twitvid are two “plugins” that allow users to tweet photos/videos in addition to text. People love rich media on Twitter too. Since Twitter only allows 140 character updates, we have to chose our words carefully to get your message across – this is where writing for social media becomes a sought-after skill that has to be learned by experience. Using correct, short and sweet grammar with the right trends and links can separate a popular tweet from a completely unseen tweet.

Results

Social media results are dependent on relevant, consumable, shareable, dynamic content and interaction with your network (building and maintaining relationships). Results will show earlier based on existing fan/client/customer base and brand popularity. You cannot expect a start-up or home-town business to yield the same results as a regional franchise in the same amount of time. I grew my Twitter base from 80 to 800 in 4 months and my Facebook fans +100 in two days without advertising or an established name. Imagine what you can achieve with an established brand, funds for advertising and/or intriguing content.

My job is to build and maintain your relationships through Social Media technology.

Summary

Social Media Benefits

- Bridge the gap between customer and company
- Instant communication and broadcast
- Customer service
- Customer feedback
- Ability to research Competition

Specific ChaddyD Creations Benefits

- I have been on Face book since 2004 when it was invite only and limited to students. It has grown exponentially since then and I have been on the front-line all along.
- Facebook and twitter call for new and alternative graphic design methods. To reach full social media presence potential, you must have an original, eye catching graphic design applied to your social pages.
- I offer competitive rates. I focus on a my clients as individual projects which allows for greater customization and my ability to learn and adapt to your specific market needs.
- I am always ahead of the game – researching and reading about the future of social media and breakthrough services and technology.
- I provide personal support and communication – I am my own help desk!
- I can offer first-hand advice based on my own successfully ongoing social media campaigns.

Rates

\$100 flat

Facebook and Twitter setup and training.

\$100 flat

Facebook and Twitter graphic design

\$100/month (Personal)

Twitter & Facebook setup

Daily monitoring

I post content you develop and send to me within 1 day of receipt or upon scheduled date.

Limited to 5 original tweets/day

I will reply to customer/fan posts

(number and volume of tweets and posts based on content received by client)

\$300/month (Business)

In addition to above

Custom graphic design for Twitter & Facebook

Facebook ad management

Twitter smart seeding – build/follow base of up to 1000 relevant accounts

Limited to 15 original tweets/day

(followers and fans not guaranteed)

\$500/month (Business Pro)

In addition to above

Twitter smart seeding up to 2000 relevant accounts

Constant/mobile Facebook & Twitter monitoring

Limitless tweeting

Initiating conversations with followers/non followers (relevant tweets)

Actively seeking out business & money-making relationships