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Marketing

Promotion

Public Relations

Sales Promotion

Advertising

Personal Selling

Social Media





The key word in promotion today is:

Engagement!!!





Social Media allows people to share information, which can again be shared by the receiver.

A Marketer's Dream!!!





Social Media Strategy

Relationship development

Finding new customers

Market research

Introducing new products

Selling

Recruiting





Permission-based marketing

80/20 Rule

80% of posts should be

informative or entertaining.





Social Media Policies and Procedures

Choose voices of the company wisely.

Young employees have SM "knowledge" 24/7/365





Guiding principles for employees:

Listen before you talk

Think before you speak

Say who you are

Respond to ideas not people

Know your facts

Stay on record





Social Media Promotion

Social media is an excellent, cost effective way of promoting your business.

Networking is critical!!!





Building a large network is not easy.

Must have a strategy for posting.

Give value... 80/20 rule!

Sharing is key.

Creativity is essential!





Know your social networks

Spectators just watch

Joiners engage in low barrier formats

Creators post photos and videos

Drive traffic to SM via traditional media





Social Media and Public Relations

Public Relations – building good relations with the company's various publics.

Social media has caused dramatic changes in PR.





Public relations disciplines:

Gain publicity for a brand

Respond to a crisis

Communicate financial results

Internal communications

Influence government policy





Monitor social media conversations.

The Golden 24 Hours -> The Golden Hour

Pull Strategy





Customer Relationship Management
Goals for Social CRM:

Improve customer support

Streamline customer research

Innovative e-commerce programs





Give your customers what they value and more!

Think like a customer.

Build brand loyalty.





Over 50% of posts to companies are being ignored!

Responding to all posts can create a competitive advantage!





Creating Online Social Brands

A brand is the promise a company makes to consumers.

Use social media to communicate your brand strategy... your promise.





Locate your target audience

Create an online home

Social media profile matches brand image

Key words and phrases

Daily plan

Creativity!!!





Give more than you receive.

Build your authority.

Develop an emotional connection!

Prepare for criticism.

Create an online community.





Social Media and Viral Markeing

Outstanding content!!!

Excellent social media skills.





Build a story with "Wings to Fly"!

Emotionally charged!

Hunger to be cool, popular,

loved, rich, etc.

Encourage viewers to give you information.





Social Media Analytics, Metrics and Measurements

Return On Investment

Investment – time, manpower, technology

Financial gain – revenue, sales





Choosing Social Media Platforms

http://en.wikipedia.org/wiki/List_of_social_n etworking websites





Writing for Social Media

Don't post too often

or

Not often enough.





Every post must have value and stimulate your followers to take an action.

80/20 Rule





Keywords

Killer headline

Great opening





Power of emotion

Easily skimmed

Eliminate fluff

Conversational tone

Eliminate nistakes!!!





Social Media Ethics

Ethics – The moral principles and values that govern the behavior of people with regard to right and wrong.





Social Media Risks

Reputation Risks

Legal Risks

Security Risks





Conclusion

Yes, social media is evolutionary.

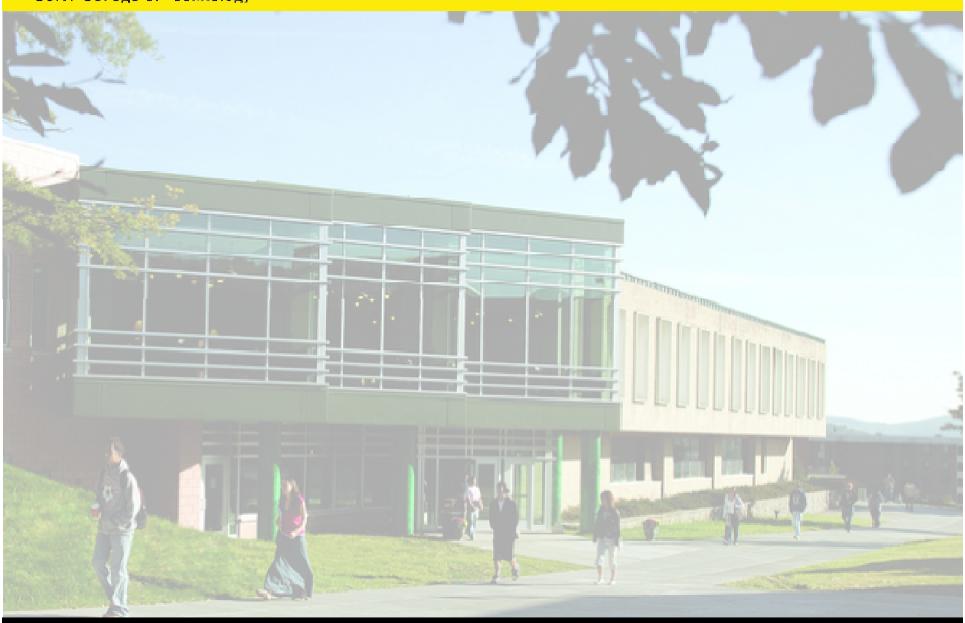
Yes, networks and technology will change.

But the principles discussed here will endure into the future of social media!!!



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