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Social Media Tune-Up:



Jump On The Road To
High-Performance Today.

Over the past few years, social media usage and penetration has grown by leaps and bounds.

And not just for the average American. But for U.S.-based businesses and brands as well.

Once a confusing curiosity, sites like Facebook and Twitter – not to mention an array of other fast-growing social media sites like Pinterest and Instagram – are now staples of everyday American life, with 93% of U.S. Internet users not only maintaining Facebook profiles, but spending 1 out of every 8 online minutes sharing photos, quotes, thoughts, news items, chat sessions, videos and more on the site.

And Twitter has become an absolute necessity for true-blooded newshounds, with many journalists breaking stories via the popular micro-blogging platform. It's also Ground Zero for many newsmakers – not to mention tastemakers and thought-leaders – and provides a rare, in-the-moment insight into the minds and hearts of many celebrities.

“But how does any of that impact me or my business?” you may ask. Well...the answer is fairly simple.

More than you might think. A lot more.

To that end, we here at Fang Digital Marketing are proud to present you with this handy Social Media Guide.

As a strategic consulting group specializing in Internet marketing, we pride ourselves on always remaining on top of the newest trends and evolutions in online marketing. Social media is an increasingly large piece of the online marketing puzzle – and it's a fast-moving, challenging arena that we've eagerly fine-tuned our own engine in order to perform at a high level in since its inception several years ago.

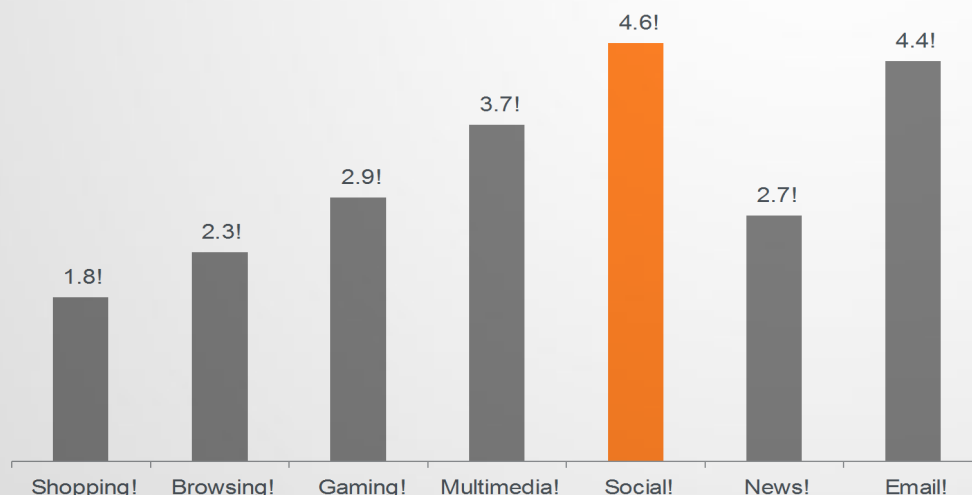
So go ahead. Jump online. Crack open this guide. Roll your sleeves up. And start poking around under the hood. And when you're ready...give us a call at 626.755.0995. Visit us at www.fangdigital.com. Or shoot us a Tweet at [@FangDigital](https://twitter.com/FangDigital). And we'll help you hit the road running. And performing at a high-performance level.

Do I Really Need Social Media?

Social media. Everybody's talking about it today. Not to mention spending more and more time interacting with it. But is there smart business sense beneath all that social buzz? Can online hangouts like Facebook and Twitter truly serve as powerful inbound marketing channels and tools for your business and brand? Could a strong social media presence really impact your traffic, leads and sales? In a word...YES. And we here at Fang Digital Marketing are here to show you why. And how. Let's take a closer look, shall we?

Key Concepts + Statistics

- U.S. Internet users spend 3x more minutes on blogs and social networks than on email.1
- 93% of U.S. adult Internet users are on Facebook.2
- 1 out of every 8 minutes online is spent on Facebook.3
- 49% of people use Facebook to share content.4
- More than 50% of active Twitter users follow companies, brands or products on social networks.5
- 79% of U.S. Twitter users are more likely to recommend brands they follow.5
- 67% of U.S. Twitter users are more likely to buy brands they follow.5



AVG HOURS/WEEK SPENT ON THIS ONLINE ACTIVITY, WORLDWIDE

What It Means For You

The numbers don't lie. And they tell a powerful social story. Social media enhances and amplifies your content, website and overall brand. It empowers you to establish and cultivate a more personal relationship with your potential and current customers. And when done right, it can generate website traffic, inbound links and leads for your business. Social media has evolved from a curiosity to a critical component of consumer culture, and it's time for you to capitalize on it. At Fang Digital Marketing, we can help you not only tune-up your social media engine...but hit the road running and performing at a high level.

Setting up Your Facebook Page

Facebook has made it easier to create a business page than it used to be, but there are still some necessary steps that can't be overlooked. Remember, while Facebook remains a fantastic platform for engaging with your customers and prospects, it can also be a place to generate powerful leads.

Key Concepts + Statistics

- People have Facebook profiles; brands have pages.
- Create and treat your welcome page like a landing page.
 - Push for a "like" or an email address.
- Set up Custom Tabs for resources (email newsletters, blogs, etc.) using the FBML application.
 - Share your company info in a more compelling way.
- If you're a single-location business, set up a "places" page.
 - You can use "place" page deal feature.
- Add useful applications such as Discussions Boards and YouTube Video Box.
 - Be more interactive and engaging.

What It Means For You

Facebook pages should be as inviting and engaging as possible. The look and feel of your page should be focused primarily on creating an engaging environment for your fans. An environment that, when executed properly, will also result in generating and collecting more information about your leads. Be as creative as possible, and determine which activities or apps would best empower your brand.

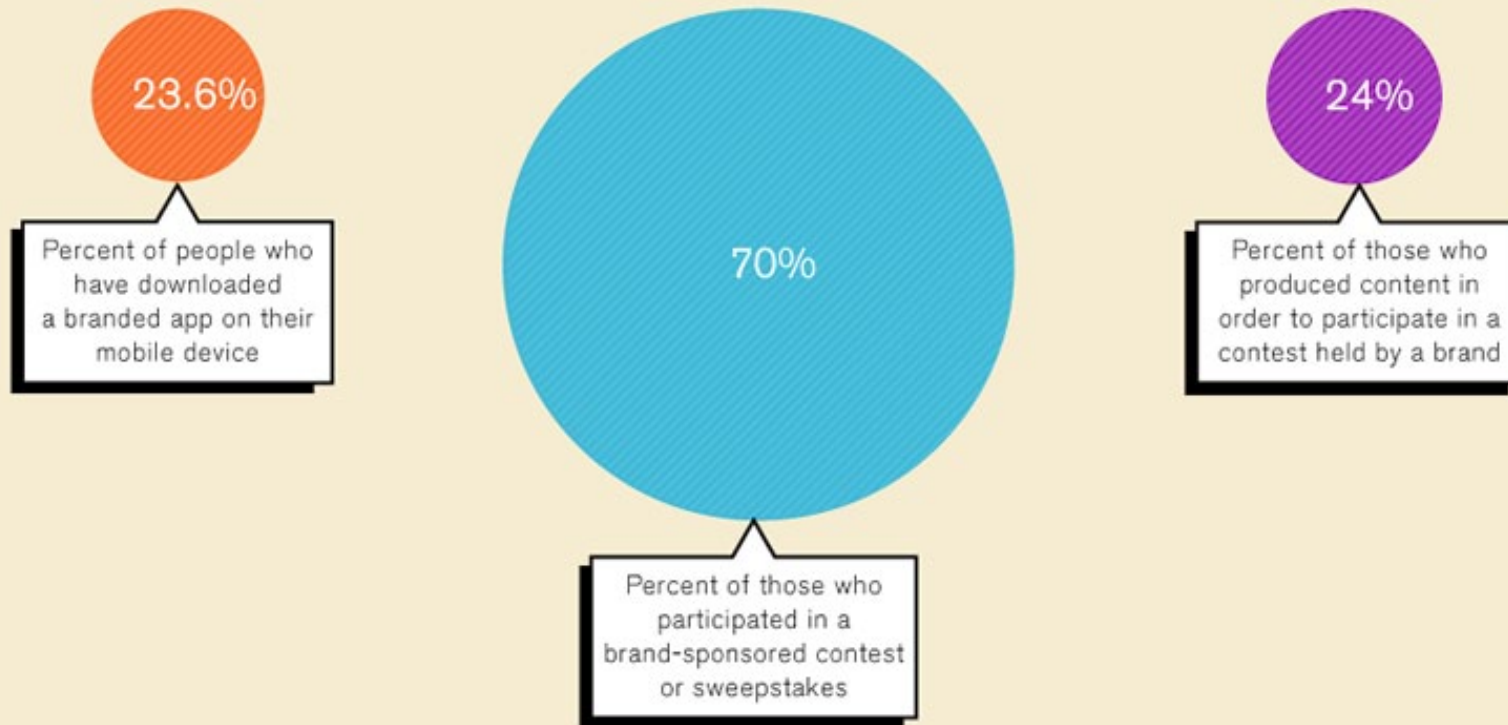
Gaining Exposure And Awareness For Your Facebook Page

Once you've set up your brand's Facebook page, it's not enough to just leave it barren. Or have it overrun by your fans. Like anything you seek to grow, you must cultivate your page with some Good Old Fashioned TLC. The best way to do that is to use it as a colorful platform to distribute remarkable content. Content that your fans will want to share...thereby directing more traffic and unique visitors to your Facebook page. Compelling content is key here. Just as it always is, regardless of the platform or medium.

Key Concepts + Statistics

- To increase your Facebook exposure, you must design offers and content that will motivate people to “like” or share your page.
 - 90% of consumers trust peer recommendations.⁶
- Posts with the word “video” in them are shared 30% more on Facebook than posts without the word “video.”⁷
- Posts that use buzzwords or business jargon like “optimize” significantly decrease the number of fans for a Facebook page.
 - Such pages have maybe 100 fans, as opposed to the average page and its 624 fans.⁷
- Posts with digits in the title tend to be shared more often.
- Lists using words like “top” make tremendously successful Facebook posts.

(PERCENT OF RESPONDENTS)
GETTING ACTIVE WITH A BRAND



Source: *Get Satisfaction, What Makes People Want to Follow a Brand, 2011*

What It Means For You

It's simple, really. If your customers and prospects are going to find your Facebook page engaging – and help grow your brand and its social media presence – they'll need enticing materials and regular posts. And it's up to you to provide that content. We can, of course, provide you with a powerful assist.

Monitoring Your Facebook Page

Your brand's Facebook page should be more than just an online placeholder. It should strengthen existing relationships, as well as forge new ones. It should have life, energy and pulse to it. It should embody the essence of your brand. And it should be truly interactive. To accomplish this successfully, you'll need to perfect the timing and composition of posting original content...and learn how to best cater to the needs of each market segment. And you'll need to closely monitor your Facebook page to understand what your fans want more of.

Key Concepts + Statistics

- Wall posts are the most frequent activity for young Facebook users.⁷
 - Focus on the social aspect (invites, graffiti, etc.).
- The older Facebook demographic is more interested in using Facebook for themselves.
 - Most frequent activities: liking pages, using apps, etc.⁷
- Share original content.
 - 60% of links shared on Facebook are published content.⁸
 - Additional 36% of shares were embedded content.⁸
- Put like or recommend buttons at the top of your blogs/articles.
 - Community will build a reputation for the article by "liking" the content.
- Post articles on the weekend.
 - Facebook is blocked by 51% of American companies.⁷

Source: HubSpot, The Science of Facebook, 2011

What It Means For You

Your Facebook page should be the launching point for your brand's website, blog, and conversion offers. By encouraging interactive discussions on your Facebook wall, you'll be fostering a community in which your newest visitors interact freely with your most dedicated and loyal customers. In doing so, your current customers' excitement to share and interact with your material and page could impact your more casual fans' decision to purchase your product.

Setting Up Your Twitter Page

Twitter is a much different social animal from Facebook. There's a certain nuance to Twitter, as it tends to attract a more diverse mix of active and critical consumers itching to learn about the newest products and latest trends. In order to craft and maintain an effective and engaging Twitter presence, it will be pivotal for you to understand these Twitter-centric nuances. At Fang Digital Marketing, we've been deeply immersed in the Twitter-verse from the beginning. And we'd love to show you around your new neighborhood.

Key Concepts + Statistics

- Use your Twitter handle to promote your brand.
- Twitter users who fill out their bio have over 6x times as many followers than those who do not.⁹
- Use non-diminutive words such as “expert” or “guru” that show your authority and expertise for your job description.
 - People who use these kinds of words for their job description average 100 more followers than those who use business jargon for their job description.⁹
- Set up a page that lists all Twitter handles of employees in your company.
- Those who include links to their blog, company website, and other social networks on their Twitter page and feeds have 6x more followers than those who don't.⁹

What It Means For You

It's imperative that you establish a relatively casual atmosphere and vibe via your Twitter account and posts. This will create a more informal – yet personable and comfortable – relationship with potential customers. And a relationship that encourages them to engage with you early and often.

Gaining Exposure And Awareness For Your Twitter Page

They call it “following” for a reason. People on Twitter tend to actively and eagerly follow influencers, experts, trend-setters and “thought leaders” in industries they’re interested and invested in. It’s vital for your brand to establish and grow Twitter relationships with leaders in your industry or field, because those who follow these leaders could become your future customers – and brand evangelists. Ideally, potential customers are learning more about your brand from things like “retweets” (or RTs) from industry leaders, whose opinion and tastes they inherently trust and respect.

Key Concepts + Statistics

- Connect with journalists and bloggers who cover your industry.
 - Use technorati to identify and start following influencers.
- Pitch to influencers on Twitter.
 - Don’t pester; be subtle.
 - Be brief and concise in your personalized pitch.
 - Leave comments on influencers’ articles.
 - Use your original content as an outreach tool.
 - Help influencers with their research by posting useful content on their Twitter page.
- Don’t follow too many people at once.
 - Your following:follower ratio will look imbalanced.
- Other useful Twitter Tools:
 - Tweet Grader
 - Muck Rack
 - Journalist Tweets
- Twitter has a strong population and presence of early adopters, who tend to be the first to purchase the newest products.
 - They depend on these industry experts to make that purchasing decision

What It Means For You

Don't just follow for the sake of following. Twitter can be a very smart place, full of smart people. With smart ideas. Following the right "thought leaders" will help you find new inspiration for your own content creation – while also providing you with opportunities to build online relationships with active, influential consumers in your industry.

Monitoring Your Twitter Page

Many brands have learned the hard way just how detrimental it can be to not actively maintain your Twitter presence. And how dangerous it can be to attempt too much "spin" or "damage control"...especially when done the wrong way. Twitter is an open platform. Powered by the empowered consumer. Your brand's followers will share whatever thoughts they have about your brand and its products through Twitter. Good. Bad. Ugly. It's your job to highlight good behavior (i.e. share positive reviews), address problems up front (i.e. respond to complaints), and continue to promote strong and valuable content.

Key Concepts + Statistics

- "Star" your customers' best testimonials and place them on your "favorites" tab.
 - Direct people who have questions about your company or product to your favorites page.
- When you answer questions about your industry directly, you increase your credibility.
 - Twitter users are 59% more likely to follow you when you respond to their questions.¹⁰
- Any requests or complaints for support should be responded to promptly and accordingly.
- You can generate 4x more retweets (or RTs) simply by requesting them.⁹
 - 50% of retweets contain links.⁹
- Create separate event sign-up pages for any events that you want people to Tweet-up for.
- The average Twitter user sends out 22 Tweets per day.⁹

Key Concepts + Statistics continued:

- Tweet links to:
 - Landing pages and Blog posts.
 - Promote new tools and apps.

Source: InboxQ, *Social Media's Loaded Questions*, 2010

What It Means For You

It's simply, really. Your Twitter presence should be all about transparency and convenience. Your followers should be able to easily share whatever reactions they have to your blog posts, offers, and company news. That way, more hype and traffic start to buzz around these materials. And your business does better as a result.

Conclusion

Social media is a dynamic, fast-moving and ever-evolving field, where new discoveries and practices are happening as you read this. But this guide should serve as a great starting point for you to get your social media engine up and running.

When you're ready to kick your social media efforts into a higher gear, blow the doors off your competition and pick up more loyal customers for the ride, stop on by for a high-performance tune-up at Fang Digital Marketing (www.fangdigital.com). As agile and adept experts who specialize in Internet marketing, we're here to help you employ best practices and craft compelling creative – in not just social media, but display advertising, paid and organic search, SEO, affiliate programs, email and more. Plus, we believe in not only doing great work that translates into real results...but in having fun and learning even more while we do it.

Key Concepts + Statistics

- By creating an interactive and entertaining social environment, your social media pages will drive engagement with your current and future customers.
- Social media amplifies your reach, improving your Internet presence and reputation.
- When set up properly, your Twitter and Facebook pages can become effective pieces of your lead-generation strategy.
- Social media represents one of your most powerful content distribution channels. Use it. Wisely.

What It Means For You

Social media is indeed a very powerful tool today. But as powerful as it is, it simply can't stand alone as an Internet marketing solution. In fact, social media should come last. Your first orders of online business should be to discover and amplify your voice through blogging and discover a keyword strategy. Social media assumes you have content to share or something to say, so consider your overall inbound marketing process before you hone in on your social media marketing strategy. We can help you do all of this and more here at Fang Digital Marketing. So give us a call at 626.755.0995. Visit us at www.fangdigital.com. Or shoot us a Tweet at [@FangDigital](https://twitter.com/FangDigital). We look forward to connecting with you soon.

Sources:

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