



Social Strategy – A Jump Start

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A Simple Approach To Social Marketing

- ✓ What's Your Goal
 - ✓ Tools
 - ✓ Engage
 - ✓ Measure
1. Increase Conversions
 2. Increase Brand Awareness
 3. Increase Loyalty
 4. Raise Revenue
 5. Lower Marketing Costs
 6. Increase Customer Satisfaction



Social plugins

Home > Documentation > Social plugins

Experience the web with Facebook friends.

Social plugins let you see what your friends have liked, commented on or shared on sites across the web. All social plugins are extensions of Facebook and are specifically designed so none of your data is shared with the sites on which they appear.



Specific Tools

Facebook Tips

- ✓ Create a landing page
- ✓ Use FB widgets on your own site – **see badges**
- ✓ Facebook Ads

<http://developers.facebook.com/plugins>
<http://www.facebook.com/badges/>
<http://www.facebook.com/advertising/>

facebook Search

Michelle Bridges 12 Week Body Transformation Like

Wall Info Photos Video About 12wbt +

dont forget to follow me - click the "Like" button above

Michelle Bridges
12 WEEK Body TRANSFORMATION 2010
PRESEASON BEGINS AUGUST 23 2010

It's Crunch Time!

12 weeks to change your body for the rest of your life

Watch the video below to find out about my life-changing program. For less than the price of a cup of coffee per day, I can be your trainer. It can happen!

12 weeks to change your body for the rest of your life
To join my team and register for this life-changing program, visit <http://12week.com/> today.

Information
Founded: 2010
Insights See all

5,440 Monthly Active Users

✉ E-MAIL MY ACCOUNT STORE LOCATOR TRACK ORDER

Levi's

KEY WORD OR NUMBER

SEARCH

SHOPPING BAG: 0 ITEMS \$0.00

NG ON ORDERS OF \$100 OR MORE [SEE DETAILS](#)



511™ Skinny Jean - Sun Faded British Khaki

Style #62637

\$79.50

Free Shipping on orders of \$100 - [More Details](#)



Zhen Fang, Mark Kinsey, and 3 others like this.



Your favorite Skinny 511™ Jeans, updated with top-entry flap pockets in back – a reference to workwear design. Leg starts out slim and stays that way to the ankle. Made with stretch for a more comfortable fit. Country Of Origin:

twitter 101



Twitter Tips

- ✓ Know the Jargon – Hash Tags # - <http://tweetreach.com/reach?q=%23socialmarketing>
- ✓ Use Twitter Search - <http://search.twitter.com/search?q=noosaville>
- ✓ Use the Widgets – Look at Favs Widget

Attitude Search

- ü Noosa Food :) - will find tweets containing the word “Noosa Food”, with a positive attitude
- ü Accommodation :(- will find tweets containing the word “accommodation”, with a negative attitude
- ü Noosa filter:links - will find tweets containing the word “Noosa”, and linking to URLs
- ü Noosa Accommodation ? - will find questions with the word “noosa accommodation”

<http://business.twitter.com/twitter101/learning>
<http://twitter.com/search#search?q=Noosa%20filter%3Alinks>
<http://search.twitter.com/search?q=noosaville>
http://twitter.com/goodies/widget_faves
<http://tweetreach.com/reach?q=%23socialmarketing>
<http://www.whitespacemedia.com.au/12wbt-test.html>

Look & Listen – A Brand Audit

Don't Just Speak - Listen First
Who is saying what about your company?

Free Tools For Observing and Listening

Social Mention

<http://www.socialmention.com>

Highlights:

- ✓ Simple Layout for viewing all sources
- ✓ Snap Shot of Positive V Negative

Google Alerts

<http://www.google.com/alerts/>

Highlights:

- ✓ Simple Setup - Free
- ✓ Choose keywords you want to track
- ✓ Email direct to your inbox

The screenshot shows the socialmention.com interface for the keyword '12wbt'. It features several summary statistics: 10% strength, 7:1 sentiment, 61% passion, and 16% reach. Below these are metrics for '2 minutes avg. per mention', 'last mention 4 minutes ago', '113 unique authors', and '29 retweets'. A sentiment bar chart shows 112 positive, 188 neutral, and 16 negative mentions. A top keywords list includes 'week' (58), 'mishbridges' (51), 'today' (23), 'video' (22), 'lost' (21), 'morning' (21), 'michelle' (20), 'bridges' (20), 'good' (18), and 'work' (17). On the right, there are several tweet mentions with their respective links and user avatars.

socialmention* 12wbt

10% strength 7:1 sentiment

61% passion 16% reach

2 minutes avg. per mention

last mention 4 minutes ago

113 unique authors

29 retweets

Sentiment

positive	112
neutral	188
negative	16

Top Keywords

week	58
mishbridges	51
today	23
video	22
lost	21
morning	21
michelle	20
bridges	20
good	18
work	17

Mentions about 12wbt

Sort By: Date Results: Anytime

- @12WBT About to watch you Mish (W) twitter.com/monkabear/statuses/21456223111
4 minutes ago - by @monkabear on twitter
- Loved that @MishBridges kept referring "family" on the circle :) twitter.com/tarara_xo/statuses/21456216467
4 minutes ago - by @tarara_xo on twitter
- If you missed my 12WBT segment on t'is <http://www.youtube.com/watch?v=V> twitter.com/12WBT/statuses/21455950860
8 minutes ago - by @12WBT on twitter
- OMG @12wbt @mishbridges.. days w once.ew! RT @tweetmeme Death By k PerezHilton.com <http://bit.ly/bxojKU> twitter.com/kristos83/statuses/21455177008
20 minutes ago - by @kristos83 on twitter
- @12WBT @MishBridges @AmeliaBur am truly proud of everything I have ac twitter.com/lisamfarmer/statuses/21455127047
21 minutes ago - by @lisamfarmer on twitter

Foursquare + Your Business

Take a look at some of our official venue partners below.

Four Square - <http://foursquare.com>

Highlights:

- ✓ Location Based Marketing Service
- ✓ Setup Promotions
- ✓ Monitor Feedback

LBMS – Location Based Marketing Services

EG: <http://shopkick.com/>

Claiming Your Business

<http://foursquare.com/venue/2563342?sort=recent>

<http://foursquare.com/venue/2150186>

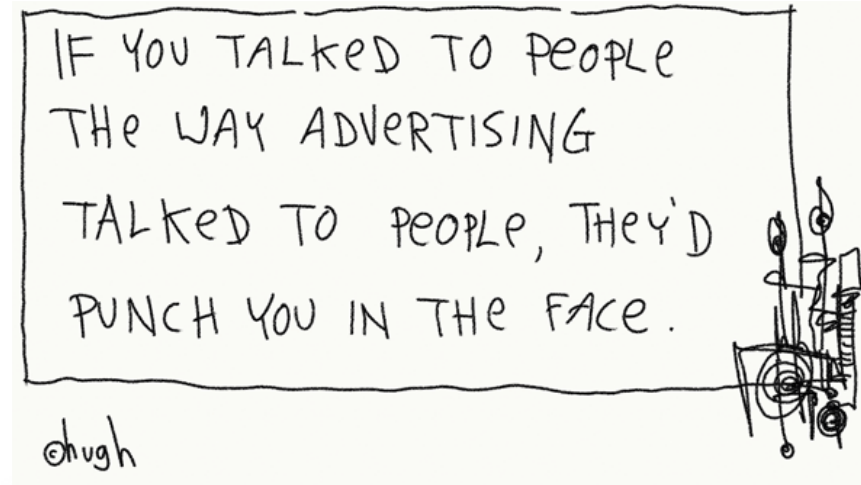


Engage

Tools to help you promote and save time

Think about what your target audience would like?'

What would you like to hear?



Credit/ Copyright: Hugh MacLeod/ @gapingvoid

Tools We Recommend

Sprout Social

<http://sproutsocial.com>

Highlights:

- ✓ Easy Interface
- ✓ Setup Weekly Posts
- ✓ Monitor Competition

Tweet Deck

<http://tweetdeck.com>

Highlights:

- ✓ iphone/ipad
- ✓ Setup Weekly Posts
- ✓ Monitor Competition

HootSuite

<http://hootsuite.com>

Highlights:

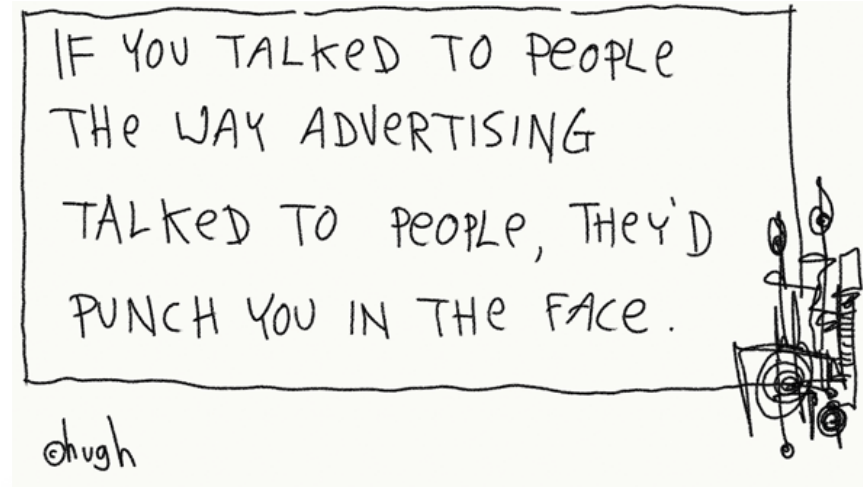
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HootSuite

<http://hootsuite.com>

Highlights:

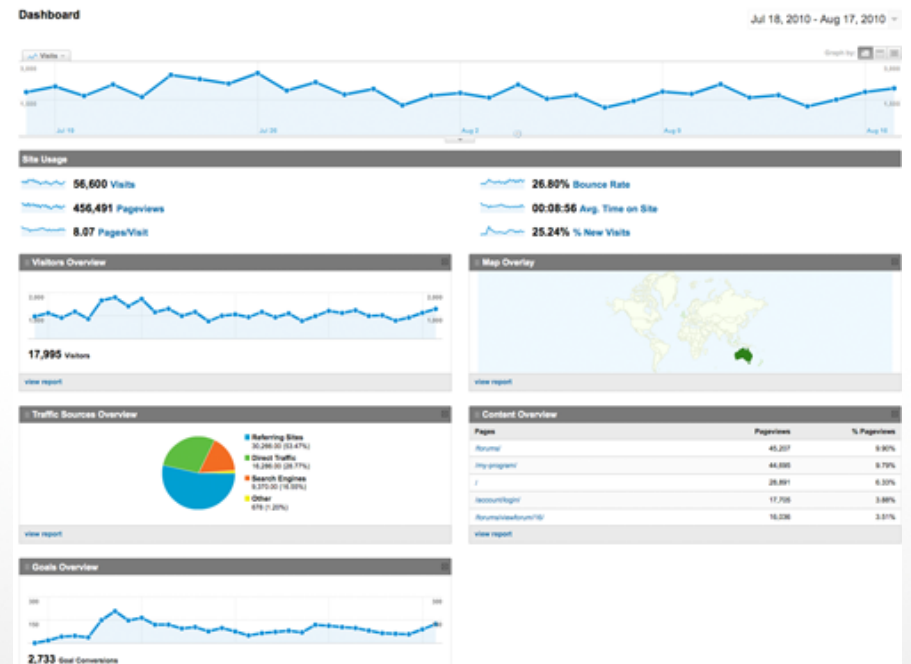
- ✓ iphone/ipad
- ✓ Setup Weekly Posts
- ✓ Monitor Competition

Measure

Is It Working?

1. Setup a google analytics report to send you an automated email every week.
2. Set up goals on your conversion pages.

Tools For Observing and Listening
Google Analytics - <http://analytics.google.com>



Fun Stuff, More Links & The Future

See who is following you on Twitter - <http://isparade.jp/>

Retail Industry - Location Based Service <http://shopkick.com/>

Twitter Automated Marketing - <http://www.twithawk.com/>

Get in Touch with Us

Any questions or comments we would love to hear from you

Are you looking to discuss an idea or project? If so, we'd love to talk-send us an email to (info@whitespacemedia.com.au)

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