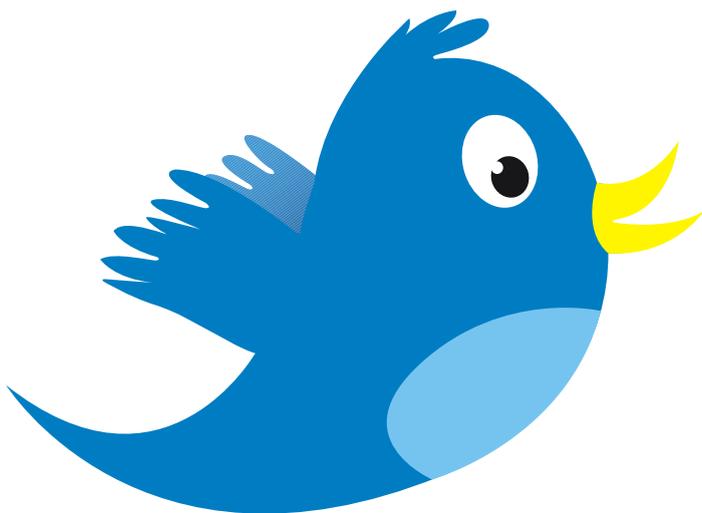


# CREATE YOUR SOCIAL MEDIA FOOTPRINT IN THE SOCIALSPHERE

White Paper Authored  
By Jeffrey Hayzlett



# Create Your Social Media Footprint in the Socialsphere



## Authored By Jeffrey Hayzlett

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Jeffrey Hayzlett is a global business celebrity with an extensive background in business, marketing and public relations. He was the former Chief Marketing Officer and Vice President of Eastman Kodak Company from 2006 to 2010.

Jeffrey founded the Hayzlett Group, a strategic business consulting provider with services ranging from marketing, business development and public relations. The foundation of the company is based on the belief that, "success in business often hinges on the ability to merge 'big picture' ideas with tactical results -- to accelerate a company's profitable growth by helping to implement strategies that revolutionize the way you do business."

You can always locate Jeffrey Hayzlett in his trademark cowboy boots.

**Website - <http://hayzlett.com>**

**Blog - <http://thechangeagentblog.com>**

Did you know more and more companies are taking up social media as a part of their multi-channel marketing and communication approaches? To enhance your business further, your main aim should be to set up a fool-proof social media marketing strategies. With a well-constructed plan of action you can ensure the right response you are expecting from your prospects.

A recent survey report says that 65% of companies and marketers are planning to increase their social media channel usage that includes social networking sites such Twitter, Facebook, LinkedIn, Wordpress (for Blogs).

However, another research also shows that only 38% of the companies have active or effective social media marketing strategies, whereas as much as 62% have almost non-existent social media marketing strategies.

## Many companies think

- What should be the social media strategies?
- How do we develop the social media strategies?
- Will these social media strategies be effective enough?

Are these questions popping up in your mind as well?

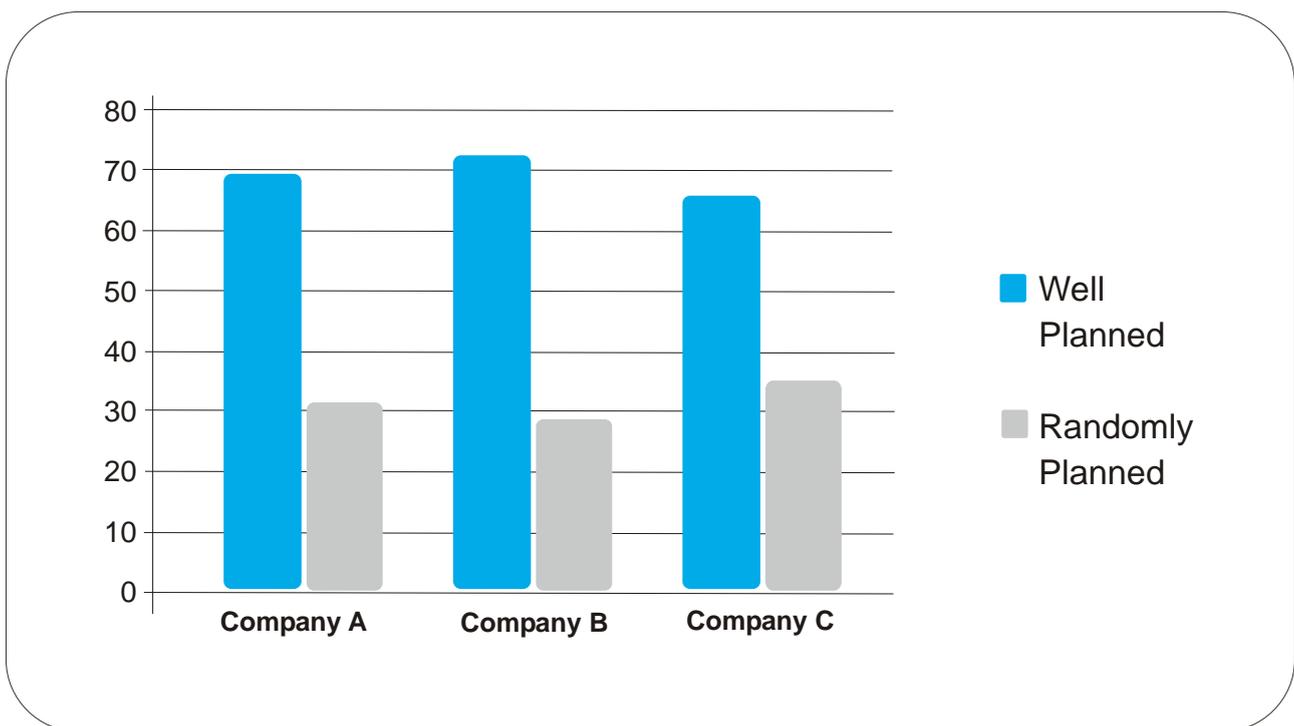
**"Are you listening?"**

**"People are talking about your brand"**

# Social Media Marketing Vs Traditional Marketing

The graph given below shows that in order to achieve success in present economy, you need to focus on channels that are giving better results compared to other mediums. A well planned social media marketing strategy can generate faster revenue than random marketing campaign.

In the analysis given below shows that how well planned social media strategies bring a major difference to your company ROI. We take the example of three companies who have taken up proven strategies that are repeatedly giving them good results. Is your company one of them?



To make your job easier, here are the three super-effective strategies that are bound to make your social media marketing successful. These strategies ensure that you get the best out of your social media marketing.

It has been proved by experts that planned social media marketing can widen your reach, help you engage more audience, and create more fans. So when are you going to take the plunge? Instead of approaching it randomly, why not have a clear direction. Without any

specific structure the entire social media marketing can seem to be completely overwhelming. You need to break through the hackneyed steps and create effective strategies that will elevate your business to another level.

The year 2011 saw an exponential growth in Social Media Marketing. What started as an add-on marketing medium turned into a much sought-after marketing channel. In the current year, the trend is continuing. Social Media Marketing is fast displacing other marketing media. Social Media Marketing experts are in vogue today.

## The Growth of Social Media

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What makes Social Media Marketing so popular? An in-depth study reveals that social media usage by small business owners increased from 12% to 25% in one year. That's more than 200% growth. 1 out of 4 small business owners is using social media for marketing their products and services. The fact that social media doesn't need a huge investment is one of the biggest factors pulling SMEs towards social media marketing. You can have in-house social marketing teams or outsource it to third party experts. This has made the media attractive to small scale entrepreneurs.

## Why Social Media Is a necessity today?

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Social Media Marketing is no longer a luxury in marketing today. It's a channel that you need to have in your marketing mix. Let's take a look at some facts and figures that will give you insights into why it is deemed necessary today.

- 39% of B2B clients participated in Social Media discussions before taking purchase decisions
- 87% of B2B users start their buying process by searching on Google and other Search Engines
- 41% of business buyers look for a company's social media profile before partnering with them
- 67% consider a strong social media profile as a symbol of good customer service

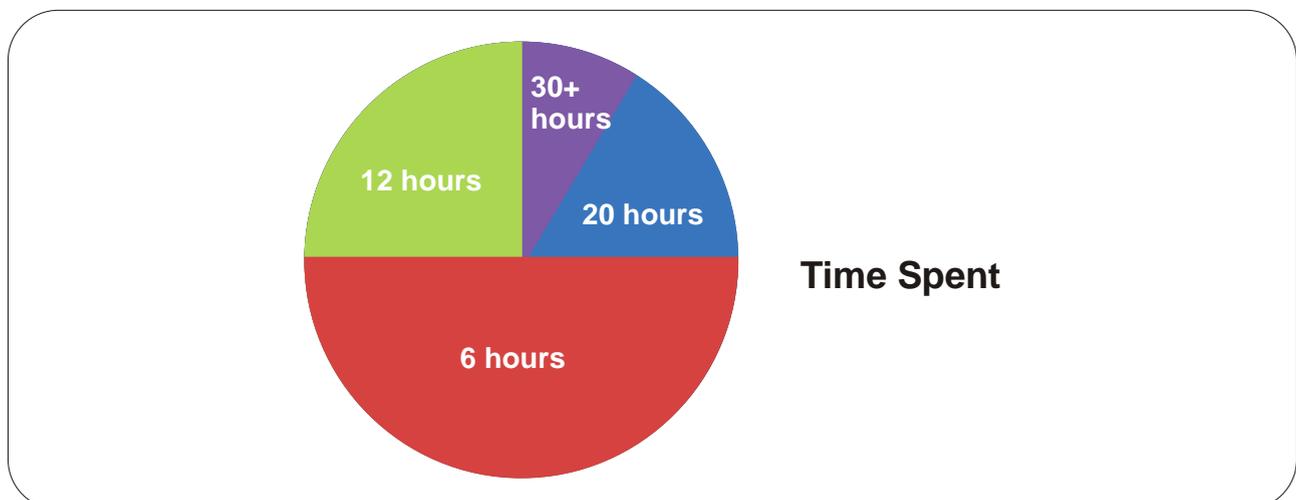
These are revealing statistics for any marketer. There was a time when a website was all that was required for an online presence. It branched into search engines and SEO and today it is about Social Media Optimization. You need to be on the social media space to get the best out of your online presence.

## Social Media Marketing - The Current Scenario

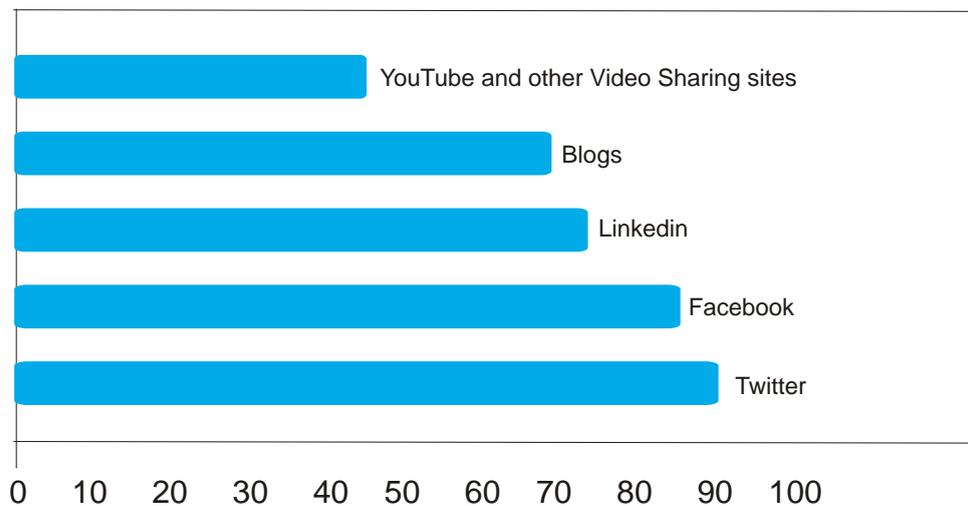
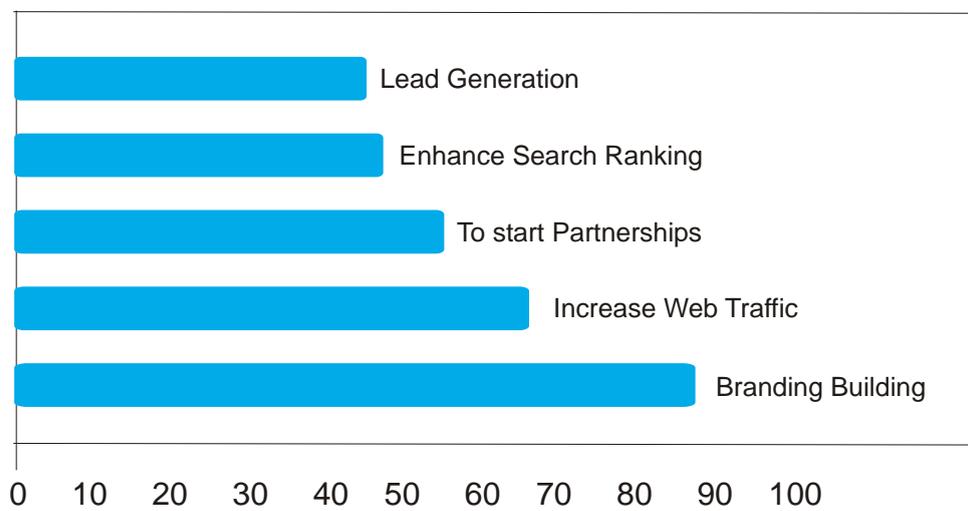
People keep talking about Social Media Marketing and networking. So, what are B2B marketers doing with social media? The facts and figures given below will give you an idea on what's happening in the domain today.

## Time Spent on Social Media Marketing

Studies reveal that marketers are still circumspect when it comes to spending time for social media marketing. Around 60% of marketers spend just 6 hours on social media marketing per week. However, the encouraging part is that the number of hours spent on SMM is increasing by the day.



# Benefits Expected from Social Media Marketing



Marketers choose Social Media Marketing primarily for brand building purposes. The main objective is to gain eyeballs. Some of them even use it for direct lead generation.

The above chart shows the preference of marketers when it comes to social media tools. Twitter rules the social media domain with Facebook giving tough competition. Together, these 2 social media tools take up the top priority of marketers when it comes to Social Media Marketing. These 2 tools are followed by LinkedIn, blogs and video sharing websites.

Social Media Marketing is definitely on its way up. 76% marketers are planning to increase their social media efforts in the coming months. Another 22% are planning to take a more conservative effort and continue with their current spending.

The popularity of social media has made most of the online networks crowded. It's hard to communicate in such a crowd. The current trend is to come up with niche networks and forums where you will communicate and interact with a highly targeted audience. Such niche networks will make marketing and communication easier. The big social media websites have already come up with options to hide or avoid hyperactive users. Here are the top social media marketing strategies:

**1**



**Establish  
Foundation**

# Establishing A Strong Foundation

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Before you go any further with your social media marketing, you need to develop a clear focus on strategies. Don't do social media, simply to be "social", because there is more to it than that. You need to understand exactly what social media means for your business and your prospects.

Social media as a marketing medium is rapidly expanding among organizations. Innovators are pulling up their web presence through different social media strategies. If you see the past few years' chart, the social media marketing role has become increasingly prominent. Today it is leading the charts with strategic programs.

Your first step should be to understand the vast social media sea. Here are a few interesting tips to help you lay the foundation of your strategies:

- Have clear metrics to help you guide through different phases. Your actions will depend on these metrics
- Use technology for social monitoring, management, posting, and measurement to help you scale your efforts effectively managing multiple brands across multiple platforms.
- Monitor your competitor's move. Check what is best working for them and what is not
- Have a well-thought-out action plan in place, so your social media efforts don't become an afterthought second to other day-to-day tasks.
- Construct a reporting structure through which you can measure and analyze each of your social media marketing campaigns. You can further set goals and implement the improvements accordingly.
- Without regular analysis you will not be able to find out the exact value of your social media efforts. You need to completely capture the insights and latest trends to help you improve.

**2**



**Create  
Connection**

# Create Connection

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Start by meeting the users on the Internet. Answer Blog comments left by users. Read what they have to say about your brand. Ensure that you offer useful tools to your prospects and customers such as forums, surveys, blogs, etc.

Connect with your customers and prospects by creating profiles for your brand. Increase your web presence through different social networks. You can also post TV campaigns on video directories such as YouTube. Announcing any upcoming events on Facebook, Blog or Twitter is also a great idea.

You need to engage users in every possible way. You can engage them through product testing, to buzz or trigger off a conversation. Be open to your customers and maintain transparency. Connect with your prospects with the same excitement and vigor you felt when you went to the Disneyland for the first time. As grownups we are not much different you know.

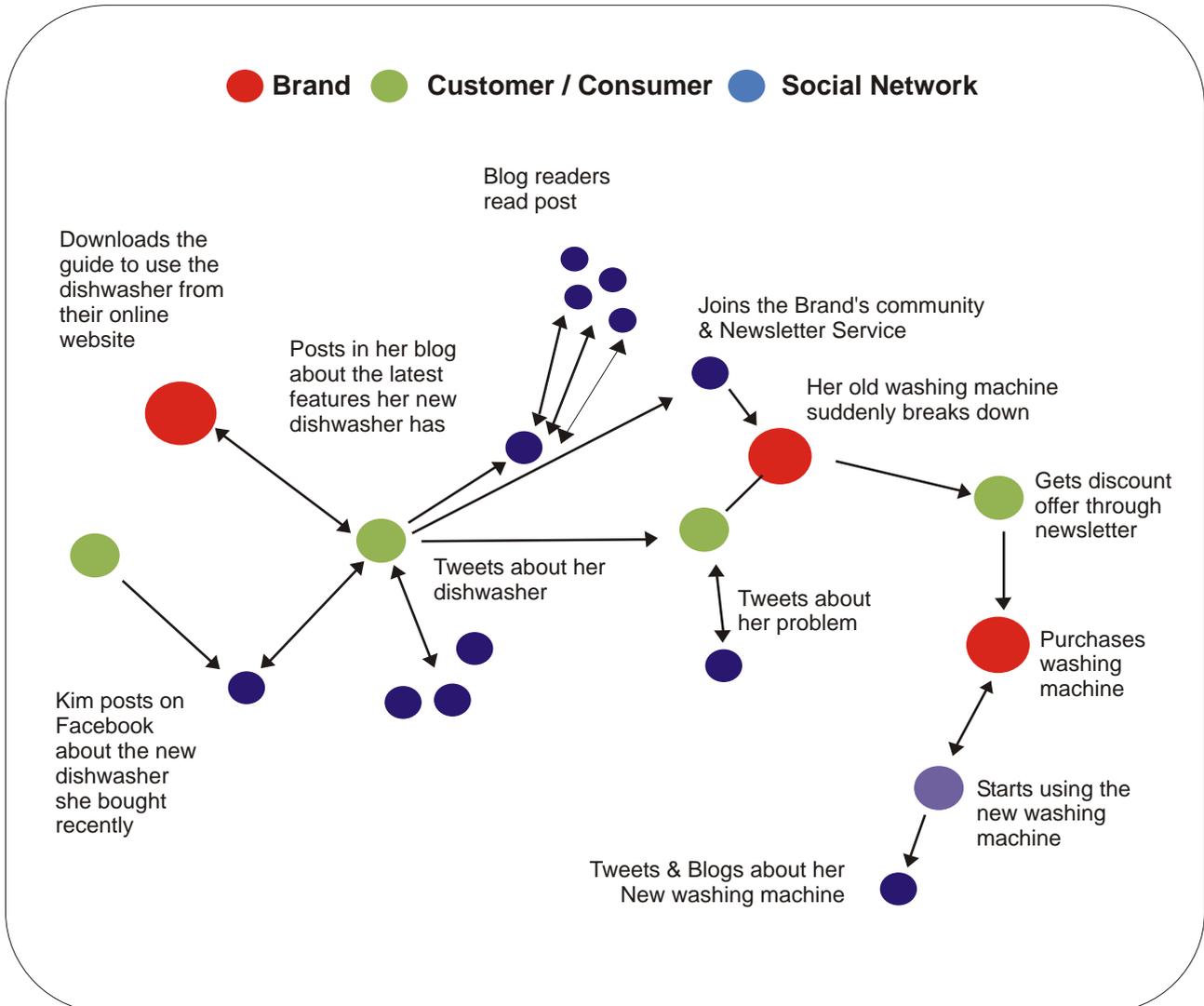
When you come to know your exact target audience, you need to start interacting with them. Once you know what your target audiences prefer, their interests, interaction becomes easier. You need to find all the information about them as possible. Check their tweets, see if they have a Facebook fan page or Blogs, keep a tab of their Facebook status, Google about other details about them, and check their LinkedIn profile. Only then you can create a positive impression.

**3**



**Build  
Awareness**

# Create Connection



## Creating brand awareness through social media

The above image shows how you can influence your customers and increase brand awareness through social media. It shows how a consumer gets brand information from the social networking sites and makes her desired product purchases.

It also shows how brand awareness can be created through active social media marketing strategies.

# 4



## Integrating Social Media

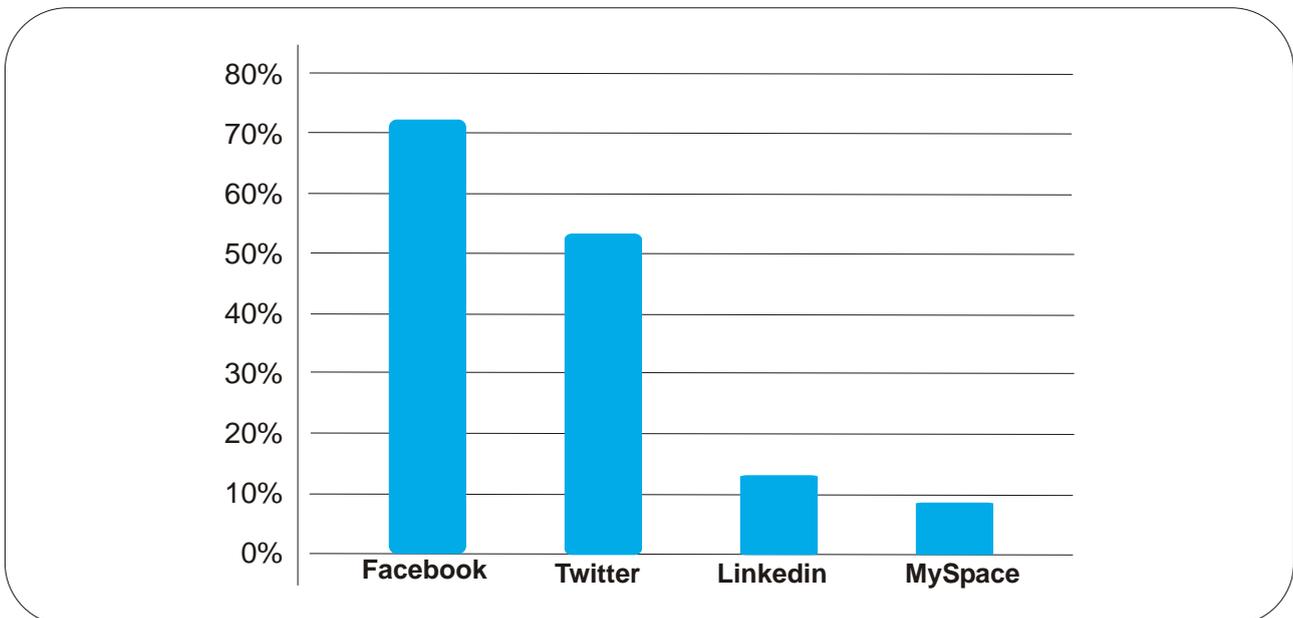
# Create Connection

Did you know that integrating email marketing with social media will get you better online buzz? By integrating social media sites such as Twitter, Facebook and Google+, you can link your email campaigns to your social media accounts and spread information about your campaigns. Moreover, you can also allow your readers to share the messages you are sending them thereby expanding your audience base.

By engaging your prospects and customers through conversations via popular social media channels, you are ideally:

- Spreading your message to other social networking site
- Developing better prospect engagement
- Building your contact list

The graph below shows Percentage of email marketers who included sharing links to a specific network:

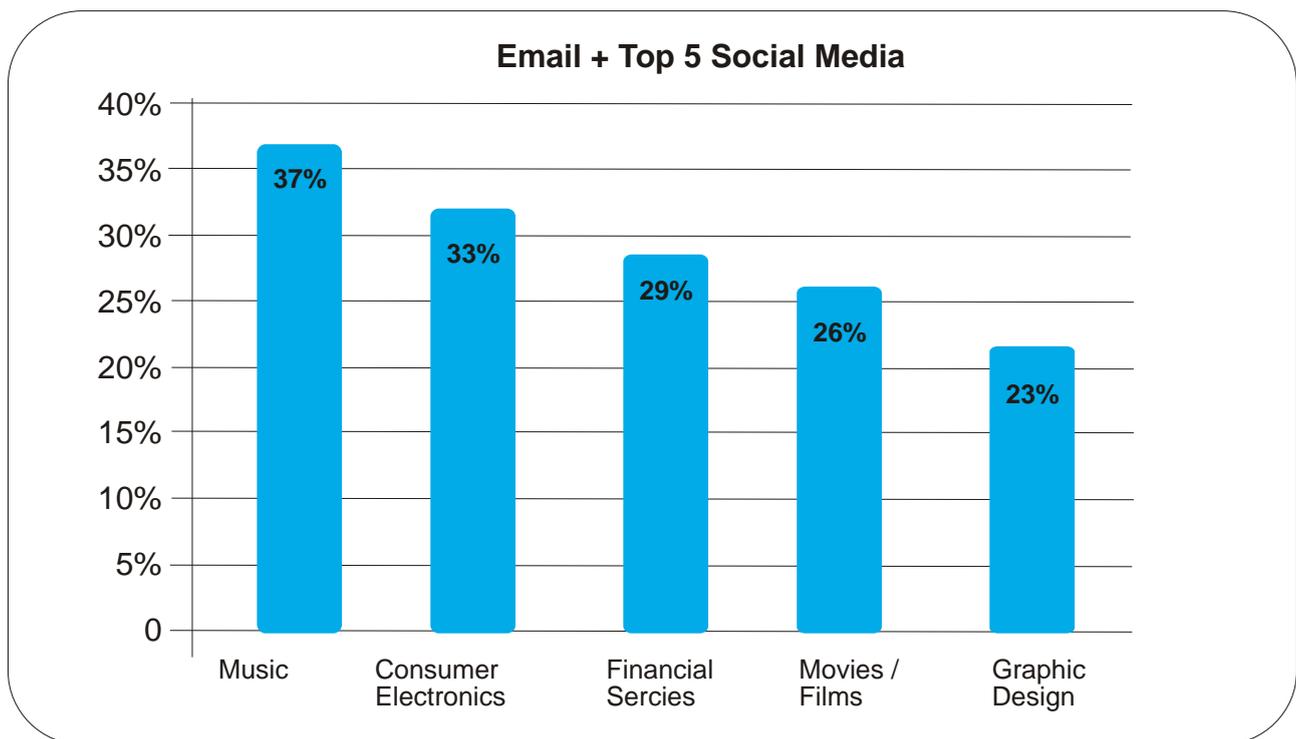


Did you know that as per a recent survey, almost 95% of marketers believe that social networking sites like Forums, Blogs, Facebook, Twitter, LinkedIn, etc complement marketing medium such as email marketing.

These social networking sites are creating ample of brand new opportunities for marketers. While running an email marketing campaign, marketers are also conducting rigorous brand promotions through these social networking sites.

The recent report states that those who are into regular social networking tend to check their Inboxes more often than those who spend lesser time on the social media sites. A report has shown that including social media buttons and link in the email campaigns considerably increases the click-through-rates.

Industries that use social media along with email has the highest email open rates and click through rates



A Twitter button present in one of the email campaigns rolled out has increased the CTRs by 42%. According to one of the email marketing campaign gurus, they have provided this simple yet effective equation:

The report has also claimed that the just having social media button is not enough. It also needs be embedded with “the power of sharing”. Just imagine a small situation here.

Email + Social Media Buttons =  
Improved Click Through Rates by 55%

Suppose you sending a campaign to 30,000 people. And let's suppose that almost 75% of your users have 60 to 70 friends each in Twitter and Facebook.

If even 40% of these people tweet your mail to their friends, imagine the amount of brand promotion your campaign will have. Most importantly, just inserting few famous social

media buttons will not cost you a single penny. Therefore, you are just adding an extra edge to your marketing campaign. In fact marketers are now considering email and social media as best of pals, complementing each other. Moreover, these social media networks work as great way to collect the contact details of your prospects. Through these social networking sites you can:

- Do rigorous publicity of your brand
- Get ample of new contacts
- Find new and effective marketing strategies

Social media is no longer a part of just marketing and sales. Networking website are great avenues for brands to interact with their customers. Some companies have even started customer service through Twitter. We will definitely see an increase in the number of brands using social media for their entire business process.

Social media marketing is a fast-changing marketing medium. Trends come up every other day. You need to keep a track on these changes to make sure that you are up there with your competition. Each company needs a social media marketing strategy that suits their requirements and business scope. There is no generic plan that will suit all the companies. More and more companies are now leaning towards partnering with third party social media marketers. Irrespective of your social media strategy, keep updating it with time.

When you are building relationship with your customers/prospects you need to build relations with thought leaders, media people, influencers, etc. Learn as much as you can from them and help them in return. This is when brand building comes into the picture. Selling your products or services using social platform has become the most happening thing now. If your audience responds positively, congratulations: You have one more channel. If not, use social media to reach other objectives.

If you're a local business, understand that mobile matters. Use place offers, check-ins, and whatever other new tools become available for local marketing in the future. Along with all the non-paid marketing you are doing, mix in some advertising.

Today, quite a number of organizations are struggling to implement social media marketing strategies. With time it has become a mainstream marketing tool for many businesses, government agencies, and even non-profit organizations. Most of the times, the common roadblocks faced are malfunctioning strategies.

The fact is, in social media there is nothing called, "one-size-fits-all" platform. Since each business is different from the other, naturally, their social media marketing strategies should also be different, whether it is for pr/marketing, brand management, or lead generation. So, social media strategy marketing strategies does your company have?

# Top Social Media Stats For 2012

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- 01.** The average midsize or large company has 178 "social media assets" (Twitter handles, employee blogs, etc.). Yet only 25% of companies offer social business training to their employees. (Marketingeasy)
- 02.** B2B marketers believe social media is critical to organic search success. Marketers rate social media as the second-most important factor (64%) in search, only behind strong content (82%). (BtoB Magazine)
- 03.** Although Facebook is the most important social media lead generation tool for B2B marketers (with 77% saying they had had acquired a customer through Facebook, compared to 60% for a company blog), among B2B companies, LinkedIn was the most effective, with 65% having acquired a customer through the professional network, followed by company blogs (60%), Facebook (43%), and Twitter (40%). (Marketing Charts)
- 04.** Linked In generates more leads for B2B companies than Facebook, Twitter or blogs. Yet only 47% of B2B marketers say they are actively using LinkedIn vs. 90% on Facebook. (Social Media B2B)
- 05.** 77% responded that social login is "a good solution that should be offered." (MarketingSherpa)
- 06.** 21% of "best in class" companies use social sign-in, compared to 8% of average-performing firms. (MarketingProfs)

- 07.** Facebook marketing is a specialized skill. For those looking to outsource this function to a professional consultant, expect to pay \$500-\$1,500 for initial page setup and anywhere from \$1,000 to \$3,000 per month for ongoing content management and curation. (Mack Collier)
- 08.** 77 of the world's 100 largest companies maintain a corporate Twitter account, but media outlets are the most active users. (Jeff Bullas)
- 09.** Google+ is expected to reach 400 million users by the end of 2012. Its membership is 63% male, with the largest cohort in their mid-20s. While the largest block of users by country is in the U.S., the second largest in India. However, only 17% of users are considered "active." (Jeff Bullas)
- 10.** Search provides the highest quality leads. SEO leads have a 15% close rate, on par with the close rate for direct traffic, and ahead of referrals (9%), paid search (7%), social media (4%), and outbound leads (2%). (Marketing Charts)
- 11.** Social media sites and blogs reach 80% of all U.S. internet users. (Mindjumpers)
- 12.** The most popular frequency for blog posting is weekly (60% of bloggers). Just 10% post daily. (Marketing Charts)
- 13.** 84% of B2B companies are using some form of social media marketing. However, "best in class" companies generate over 3X their share of all leads (17% vs. 5%) from social media as do average performing companies. (MarketingProfs)
- 14.** 52% of B2B marketers use video as part of their content marketing mix. (Smart Insights)

# B2Bdatapartners

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B2Bdatapartners is a Growth Enablement Partner for Clients across 83 countries helping extend reach to over 36 million top global executives across the world. B2Bdatapartners has transformed the way businesses work with cutting-edge data management technology, exhaustive data reach and digital marketing solutions. The Company is specialized in offering customized target database solutions based on the clients' requirements and business scope.

B2Bdatapartners offers services that help clients with their complete business growth cycle. This includes sales, marketing, nurturing and customer service. For a business to work smoothly, all the communication has to work hand in hand. This is what B2Bdatapartners does to help companies grow globally. With its path breaking innovative digital marketing services and extended data reach, the Company is the only one of its kind that bets on getting paid only after helping clients grow their business like a 'Real Marketing Partner'. For further information please visit <http://www.b2bdatapartners.com>

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