Digital Marketing and Social Media for Your Small Business

Alameda County SBDC

Oakland City Hall
September 27, 2018
Bay Area Development Company

- Licensed and regulated by the U.S. Small Business Administration (SBA) as a Certified Development Company (CDC) and 504 lender.
- 504 loans help companies finance commercial real estate at below market fixed rates with low down payments and long terms
- As one of the top twenty of over 300 SBA 504 lenders nationwide
  - Assisted more than 2,200 companies with 504 financing
  - Provided over $4 billion of 504 project financing
  - Helped create more than 20,000 new jobs
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City of Oakland

www.oaklandbusinesscenter.com
Alameda County SBDC

Funded in part through a cooperative agreement with the U.S. Small Business Administration.
## Seminar Examples

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ACSBDC Consultants

Tom Yeh
Strategy

Paul Bozzo
Equity Funding

Dorian Webb
Operations

Mary Passarella
Accounting

Bob Komoto
Export/Import

Tom Camerato
Financial Modeling
Our Client Results

2016 Total Capital Infusion: $30.3 M
2016 Increased Sales: $9.5 M
2016 Jobs Created/Retained: 437
Instructor

Cynthia Mackey

- Develop Digital Marketing strategies for SMB businesses
- Manage social media, design and build websites and mobile apps, SEO, place digital ads, supporting graphic design and copywriting

Prior Experience
- 10+ years managing Winning Strategies; 10+ years in corporate
- Technical Product Manager, telecommunications, and Internet products/services
- Consultant and interim executive for startups in Bay Area/Silicon Valley
- Engagement/Development Manager for interactive web and mobile apps
- Corporate Instructor and Learning Strategist

Education
- Executive Ed, Duke University
- Web Administration certification, Golden Gate University
- MS, Telecommunications, Golden Gate University
- BS, University of Southern California
Agenda

1. Overview: 4 Popular Social Media Networks for Business
2. Facebook
3. Twitter
4. Instagram
5. Yelp
6. Summary & Conclusion
Social Media Networks for Business
Social Networks for Business

- **Facebook**
  - Products/Services with broad appeal to consumers
  - Facebook Marketplace
- **Twitter**
  - Events, Location-based businesses, Market Research
  - App downloads
- **Instagram**
  - Products with high visual appeal
- **Yelp**
  - Important for local business
  - Referral business
Create a Social Media Strategy

Focus on 1-2 Social Media Networks First
- Understand your customer - who buys from you?
- Use a social media network they like and you like
- Start slow, 1-2 networks, add from there

Create a Content Strategy
- What to Post: text, graphics, video, photos, info, etc.
- Produce the best quality that you can

Create a Posting Strategy
- When to Post: determine frequency of posts too
- Observe your competitors to help decide
Create a Social Media Strategy

Commit to Strategy
- At least 3 months (one quarter); 6 months or longer if you don’t post often
- Use data/analytics to evaluate success
- Consider discounts and promo codes to track

GOAL: Increase Fan Engagement
- Write posts that your fans will like, comment on, share, or click on
- The more engagement, the more valuable your content, the faster you build lead opportunities
Customer Analysis

- Before writing or rewriting website content, make sure you have a current Customer Analysis.
- A Customer Analysis is a key part of every Marketing Plan and Business Plan.
- A Customer Analysis identifies:
  - customer buying criteria,
  - customer behavior analysis and
  - customer demographics.

- TIP: If you have a social media BUSINESS page, you can review the audience analytics to get the demographics.
Customer Analysis:
(Also “The Key to Great Website Content and Effective E-Marketing”)

- The Customer Buying Criteria and Behavior Analysis can be used to formulate the language (i.e. “The Sales Pitch”) appropriate for your Website (and Social Media) Content.
- The Customer Demographics can then be used to identify superior marketing channels for the internet marketing campaign.
Use Social Media Insights to Help

Example: Facebook Insights ==> People => Your Followers

- This data is available if you have a Facebook BUSINESS page
- You should have a Facebook BUSINESS page
Use Social Media Insights to Help

Example: Facebook Insights ==> People ==> People Reached
- This data is available if you have a Facebook BUSINESS page
- You should have a Facebook BUSINESS page
The acquisition and conversion of E-Commerce Customers is a complex process involving many stages of evolution.

[1] First-time Visitors are driven to the Web Store via, Keyword Advertising, Organic Search or other means.

[2] As these visitors become more interested in the company/product they may browse the product catalog or research the company.

[3] Once these Shoppers purchase a product they become Customers.

[4] Customers can be converted to Regular Customers by providing a valuable product/service, good after-sales service and building loyalty through Social Media or other means.
How Well is Your Marketing Doing? Check who’s coming to your website to tell.

Free Performance Assessment Tool: Google Analytics

Overview: [http://www.google.com/analytics/](http://www.google.com/analytics/)

- Google Analytics provides info about your website traffic & marketing effectiveness
- Data on the number of visitors, pages viewed, etc., help to gauge traffic and trends
- Helps evaluate effectiveness of advertising campaigns
- How Get Onto Your Website? Setup an account, and copy code provided to your website
Google Analytics provides detailed visitors information. Below is just a sample.

**Visitor Demographics: Language, Country & City**

<table>
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<tr>
<th>City</th>
<th>Sessions</th>
<th>% Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oakland</td>
<td>824</td>
<td>14.06%</td>
</tr>
<tr>
<td>San Francisco</td>
<td>737</td>
<td>12.58%</td>
</tr>
<tr>
<td>Fremont</td>
<td>205</td>
<td>3.50%</td>
</tr>
<tr>
<td>Berkeley</td>
<td>185</td>
<td>3.16%</td>
</tr>
<tr>
<td>(not set)</td>
<td>132</td>
<td>2.25%</td>
</tr>
<tr>
<td>Hayward</td>
<td>120</td>
<td>2.05%</td>
</tr>
<tr>
<td>San Jose</td>
<td>118</td>
<td>2.01%</td>
</tr>
<tr>
<td>Alameda</td>
<td>109</td>
<td>1.86%</td>
</tr>
<tr>
<td>Pleasanton</td>
<td>109</td>
<td>1.86%</td>
</tr>
<tr>
<td>Castro Valley</td>
<td>94</td>
<td>1.60%</td>
</tr>
</tbody>
</table>
Google Analytics: Page Traffic

Google Analytics Page Traffic provides detailed page-level measurements that help you learn what content is working and what is not.
Google Analytics: Network Referrals

Social Network Referrals show you the traffic that comes from the social networks.
Google Analytics: Social Referral

You can dig further and see what Social Network sent visitors to specific web pages.
Create a Social Media Strategy

→ Create a Budget

→ How do you plan to draw clients/advertise?
→ Before it was newspaper ads. Now it’s social media/ads!
→ Remember - these tools are only going to give you so much for free
→ Don’t forget Mobile/ads – that is another class!
Facebook Business Pages

Why have a Business Page instead of Personal Page

http://www.facebook.com/business/

- Access to Facebook Insights (performance analytics)
- Ability to schedule posts
- Ability to Create Ads
- Ability to have ‘Call to Action on Cover Image
Facebook Business Page vs. Facebook Group

**Facebook Business Page**
- Gather potential customers from across Facebook
- Use tools mentioned
- Detailed page insights
- Can create a group associated with a Business Page

**Facebook Group**
- Better engagement
- Can be public or private
- Group Insights
- Group Events
Facebook: Insight Analytics for your Page

- Shows Performance
- Data Helps Target Better
Facebook: Advertising Advantages

- Can Set Budget
- Ads are Targeted
- Ads Increase Your Exposure to Potential Customers Faster
Facebook Business Manager

- Designed to manage multiple ad campaigns over multiple pages
- Ideally designed for agencies and large companies

- To Remove Page from Business Manager:
  - Login to Business Manager (or go to your Business page and select Business Manager from the top)
  - In upper rate select ‘Business Settings’
  - From LH-side navigation select “Pages”
  - On upper RH-side select “Remove Page”

Facebook Business Manager
Facebook Business Manager
Facebook: Create an Ad

➔ Easiest Ad: Boost a Popular Post
  ➔ Determine budget
  ➔ Strategy: Experiment with low budget then slightly increase – note results

➔ Create an Ad with Ad Manager
  ➔ What do you want to say?
  ➔ Photo ready to go with your text/copy?
  ➔ Target demographics that match your audience
Facebook: Create an Ad - Guidelines

✦ How Will Your Ad Be Viewed?
  ➤ Mobile or Desktop Newsfeed, Righthand Column
  ➤ Facebook Ad Guidelines

✦ Don’t Get Overwhelmed
  ➤ Marketing is about experimenting to find what works
  ➤ Allow yourself the time (and budget) to do that
Facebook: Events

- Use the Event tool for more than events (e.g., webinars, classes, pop-up, exhibits, etc.)

- Facebook Events make it easy for others to share or a visual reminder

- Can also sell event tickets, etc., by including a link to your website
Sell Items Directly on Facebook

Similar to Craig’s List

Another “channel” for the right product

If you do try it, give it some time. Don’t expect a sale the first go round.
Can “broadcast” from Facebook directly

Best Practices from Facebook

- Tell people ahead of time
- Make sure you have a good connection
- Write a clear and compelling description
- Ask viewers to follow you and receive notifications when you go live again
- Can see commenters - say hello by name!
- Go Live, Stay live - recommended to stay live longer to reach more people; minimum of 10 min. recommended. Can go up to 4 hours.

https://www.facebook.com/facebookmedia/best-practices/live;

Find more How to’s and tips at https://live.fb.com/
Twitter: Real Time Bite-Size Information

Twitter Business Account Similar to Personal Account - [http://business.twitter.com](http://business.twitter.com)

Understand and unlock the power of Twitter for your business or project.

- **Get website traffic**: Extend your reach by seamlessly bringing users to your website via Tweets.
- **Gain relevant followers**: Accelerate your follower growth by building an engaged, connected audience.
- **Drive app downloads**: Enable users to download or open your mobile app from your Tweets.

- **Learn about Twitter Ads**

- **Twitter basics**: Get started with your Twitter marketing or brush up on the fundamentals.
- **Success stories**: Learn from businesses like yours in these Twitter Ads case studies.
- **Twitter analytics**: Data is powerful. Get to know your free dashboards.
‘Tweet’ your location to followers - NEW - 280 characters

Use Hashtags to learn about or connect to your target audience

Find hashtags on Twitter by looking at your competition or your product category and see what they use

Use topics that are trending if relevant e.g., #MondayMotivation or #USOpen, #Summer2018
Your Tweets earned **7.1K impressions** over this **28 day period**

During this 28 day period, you earned **253 impressions per day**.

**Engagement Rate**

- **1.3%**
- **0.0% engagement rate**
Twitter Ads

- Ads get access to data that you can’t get for free
- Setup Ad – Can create a new ad or promote a tweet
Instagram Business Account now through Facebook:
https://www.facebook.com/business/help/502981923235522
Also can set up via your mobile device. Check out how to video here:
https://business.instagram.com/blog/creating-a-business-profile-on-instagram/
Instagram: Use Videos, Photos, Graphics, Stories

- Instagram works easiest from phone or tablet.
- Spend time to craft your words and images. After awhile you will get good at it.
- Instagram thrives on hashtags also so use them to attract fans and potential buyers.
- There is a limit of 60 hashtags total on Instagram. 30 in the caption and 30 in a comment.
Compelling image related to your brand or what you sell.

Words are just as important. Think about what you want to say before you say it. What #hashtags are relevant.

What do you want your audience to do with this post (e.g., get excited/coming soon, buy a product, call or email, etc.)
Instagram: Stories – NEW (not so new to Snapchat Users)

- When taking a photo or video can now add to your story and will appear above feed
- Can add on to stories, creating a slideshow until disappears in 24 hours
- Can also add stickers to stories
- Use stories for daily or weekly moments of interest such as behind the scenes, ‘live’ events, or sharing something important that is happening now
- Before creating a story, spend some time thinking about what is important for your buyer to know and what is engaging to them about that.
- Stories can be 1-15 seconds.
LIVE
➔ Similar to Facebook Live (follow same best practices)
➔ Use live when “in the moment” can help you sell or grow followers
➔ Make an announcement about going live so fans will look for it

SHOPPABLE INSTAGRAM POSTS
➔ Can now sell via Instagram but limited to Shopify platform
➔ Must have an Instagram and Facebook Business page, and also set up a Facebook store
➔ Learn more here: https://help.shopify.com/manual/sell-online/instagram
Millions of people turn to Yelp every day to make spending decisions

74% of the consumers searching online for a local business turn to review sites
Nielsen, 2016

92% of consumers make a purchase after visiting Yelp at least sometimes, frequently or almost always
Nielsen, 2016
Reviews Skew More Positive Than Negative

- Takes time to write a review
- Person is motivated by highly positive or negative experience
- If visit a YELP-reviewed company with positive reviews, will tend to have a positive experience
YELP

Products & Services

Free Tools
Just the essentials
A suite of tools to help you get the most out of your Yelp Business Page.
Claim Your Business

Self Service
Buy Yelp Ads online
A simple advertising solution to help you attract more customers.
Start Advertising

Full Service
Call a Yelp Ads Specialist
A powerful combination of Yelp Ads, business page upgrades, and support from our experts.
Call (877) 767-9357

- Respond to reviews
- Upload photos
- Create a Yelp Deal
Learn more

- Targeted Yelp Ads
- Removal of competitor ads
- Upgraded slideshow
- Set your own budget
Learn more

- Targeted Yelp Ads
- Removal of competitor ads
- Call to Action Button
- Upgraded slideshow
- Optional high-quality video
- Customer Success Support
Getting Started and Best Practices

- Build out your free profile - add some info about your company, add some photos or graphics, etc.
- If a customer has a positive experience, ask them to post a review to get you started
- Read your reviews and respond. Thank customers where appropriate.
- Consider an incentive offer.
- Only do ads after at least 10 reviews
Background – Graphic Design artist with a passion for Reggae
- Started a graphic novel/comics, grew to international magazine and media company
- Results
  - 532,000
- Social Media: Started with Facebook + Twitter
- Tip: $5 Facebook ads weekly
Ottos Naturals – http://www.ottosnaturals.com
- Product - Cassava Flour – gluten-free, dairy-free, egg-free
- Background – Alternative medicine & Health Kinesiology for 13 yrs; product is gluten free, dairy free, egg free
- How Started Social Media – “Followed gut…created presence that I would respond to if I was on the other side.”
- Preferred Social Media Network – Instagram
- Results
- #ottosnaturals - her own hashtag that chefs are posting with
- 11,000 followers in a couple years to 44k followers today
- Tip: Teamed with food bloggers and giveaways
Course Review

- Have a Social Media Strategy
- Integrate with your website
- Measure results with social media insights and Google Analytics
- Build the best content (words and photos) that you can
- Post often - set aside time or get help to do this
- Use what is free, but don’t be afraid to try ads

Good Luck!
Thank you for attending this seminar!