



Marketing Your Group on Pinterest, Twitter, and Facebook

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Users Group
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What is Social Media?





**Could it actually be
Social Networking
or Social Marketing?**

Social things you can do

- Social bookmarking – Interact through tagging and bookmarking. Save and organize those links through the use of boards.
- Social news – Interact through comments and voting.
- Social networking - Interact by adding friends, commenting on profiles, joining groups and having discussions.
- Social photo and video sharing - Interact by sharing photos or videos and commenting on user submissions.
- Social learning – Attend real time webinars with others.

Let's get started. Here's what you'll learn today:

- Share three of the top Social Media sites today
 - We will review the stats of each and why people are using them
- Where to get started
 - Strategies
 - Grow your audience
 - Generate more leads now
 - Increase your reach
 - Work smarter, not harder
 - How to use Social Media to implement key systems for your Group
 - How to measure your effectiveness on Social Media

Just because you found it on the Internet or Google does not mean you have the right to use it. Be very careful about that. You do run the risk of being booted off social media sites for plagiarism.

Top Social Media Sites





facebook

1.35 Billion
monthly active users

Sept., 2014



284 Million
monthly active users

Oct., 2014

twitter





pinterest

70 Million
registered users

July, 2013



Which Social Media should you use?

- Who is your target market?
- What are their characteristics?
- What are their likes?
 - Find the similarities

Who is your target market?

- Gender
- Age
- Sex
- Employment status or type of employment

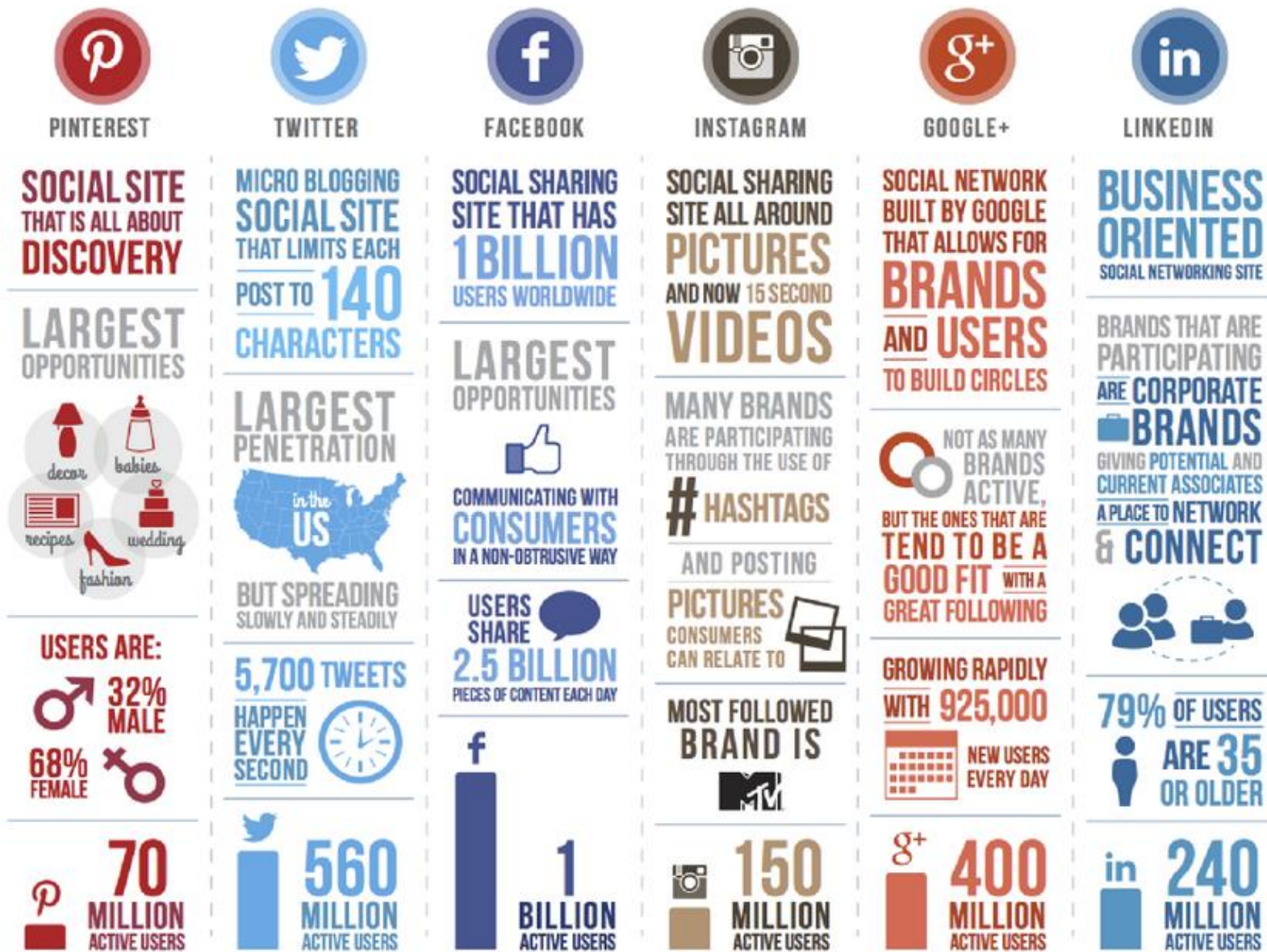
What are their characteristics?

- Where do they live?
- Where do they shop?
- Where do they vacation?
- What are their hobbies?

What are their likes?

- TV shows
- Music
- Movies

- Maybe even other social media sites



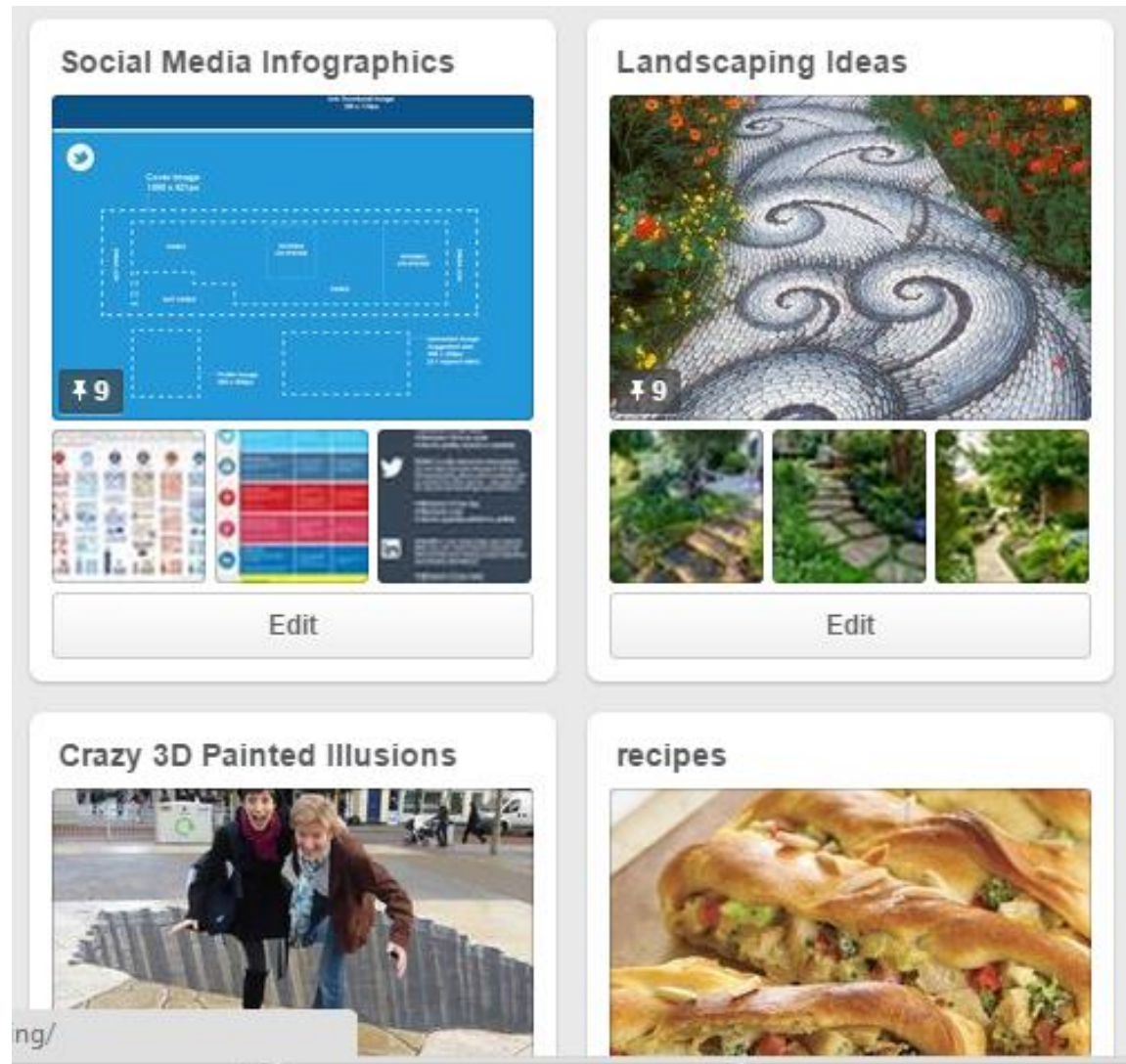
How to choose social media platforms

Infographic from Melissa Leiter

Pinterest



Pinterest



Why are people on Pinterest?

1. As an Internet bookmarker



Why are people on Pinterest?

1. As an Internet bookmarker
2. As a source of inspiration



Why are people on Pinterest?

1. As an Internet bookmarker
2. As a source of inspiration
3. To promote their own brands



Why are people on Pinterest?

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4. To connect with others



Why are people on Pinterest?

1. As an Internet bookmarker
2. As a source of inspiration
3. To promote their own brands
4. To connect with others
5. To relax

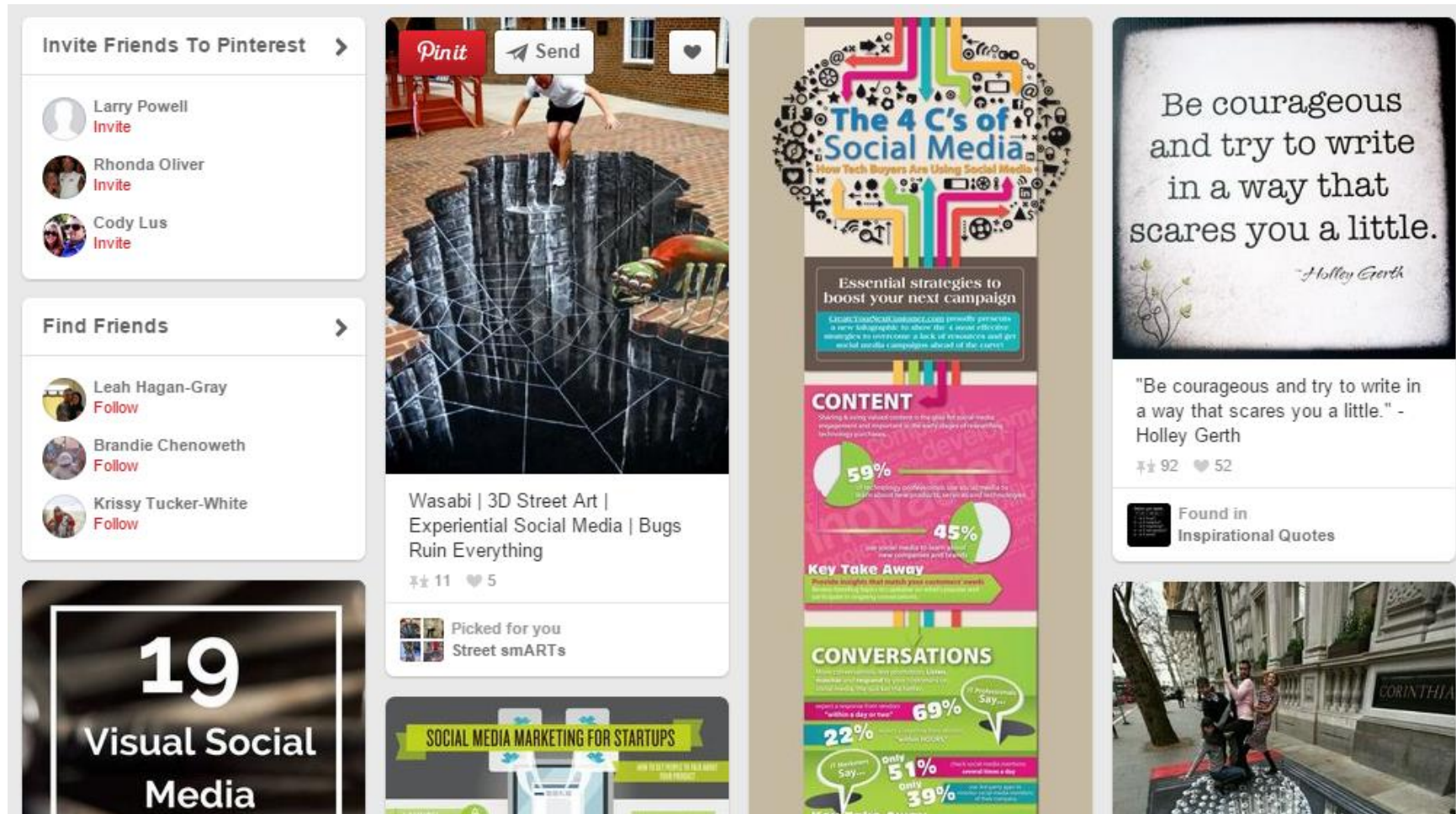


Why are people on Pinterest?

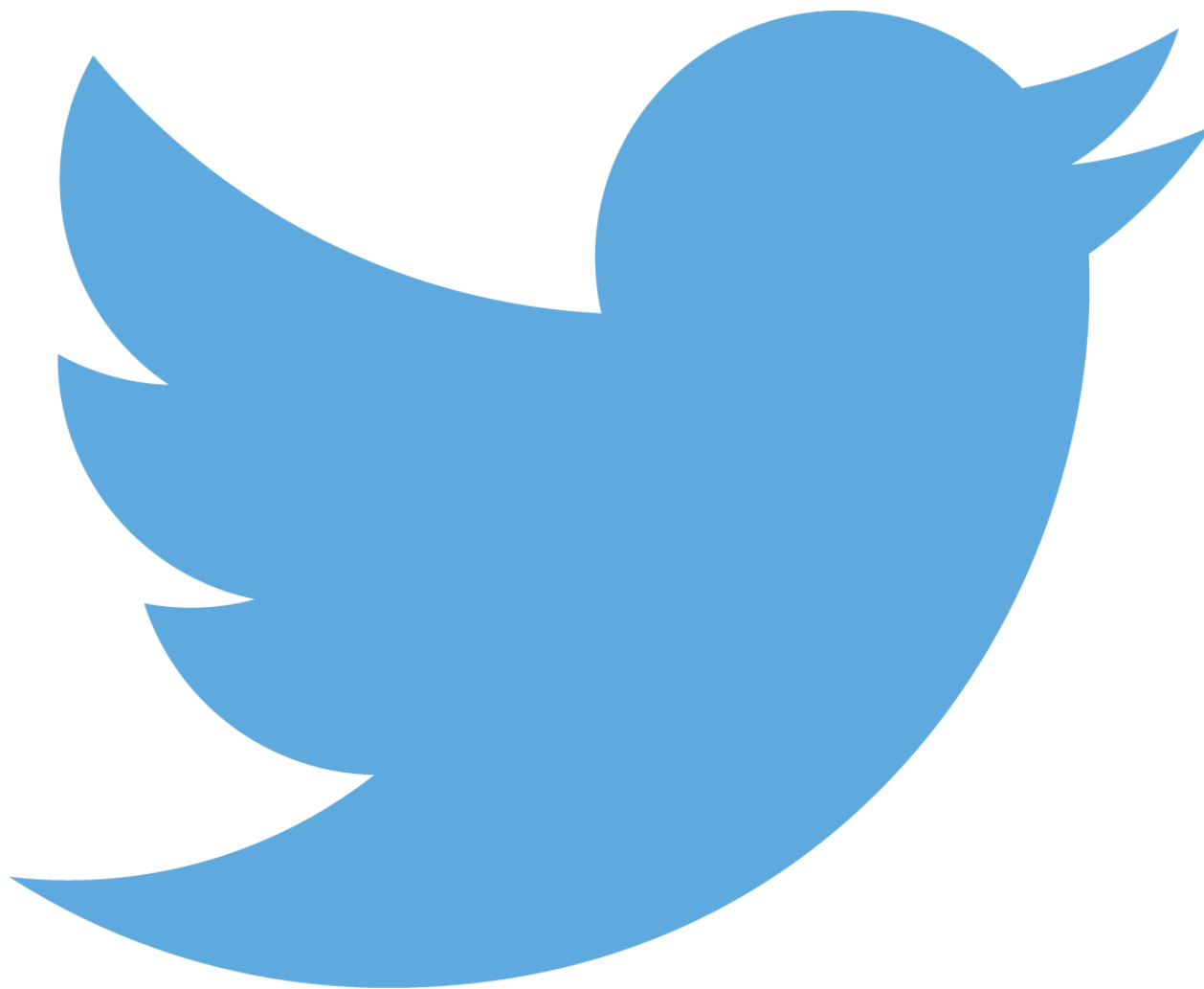
1. As an Internet bookmarker
2. As a source of inspiration
3. To promote their own brands
4. To connect with others
5. To relax
6. Because everyone else is



Let's take a look at Pinterest

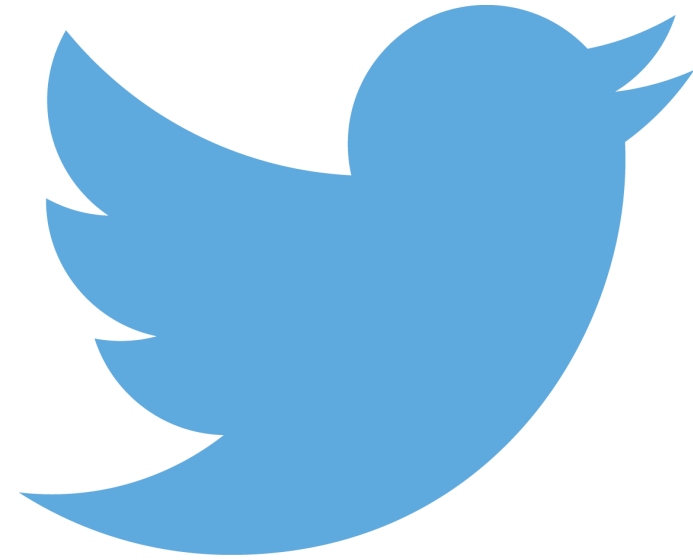


Twitter



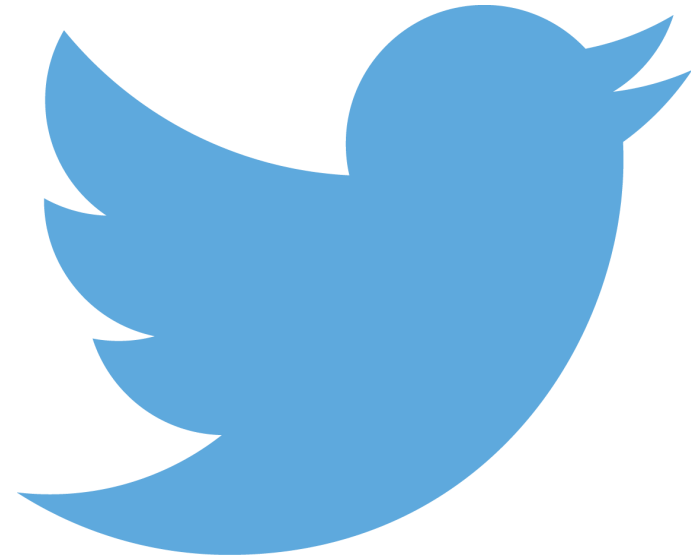
Why are people on Twitter?

1. Interesting people



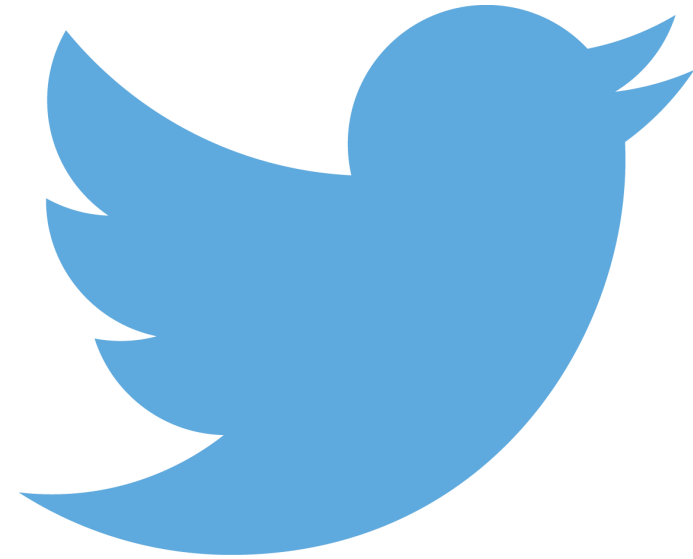
Why are people on Twitter?

1. Interesting people
2. Breaking News



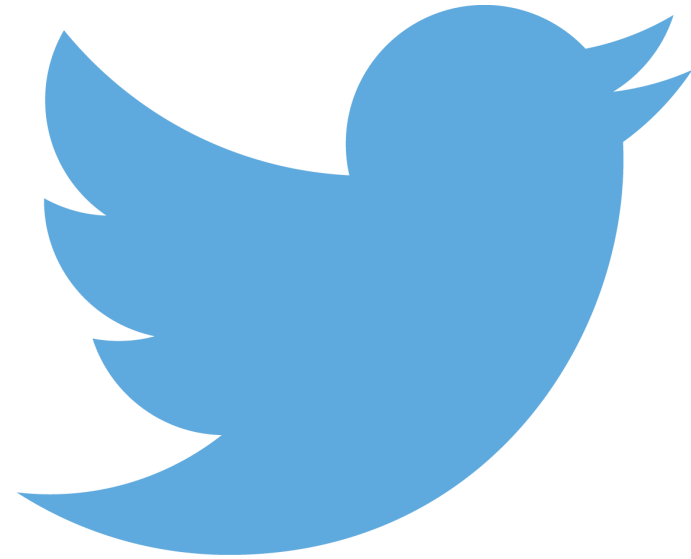
Why are people on Twitter?

1. Interesting people
2. Breaking news
3. Tracking trends



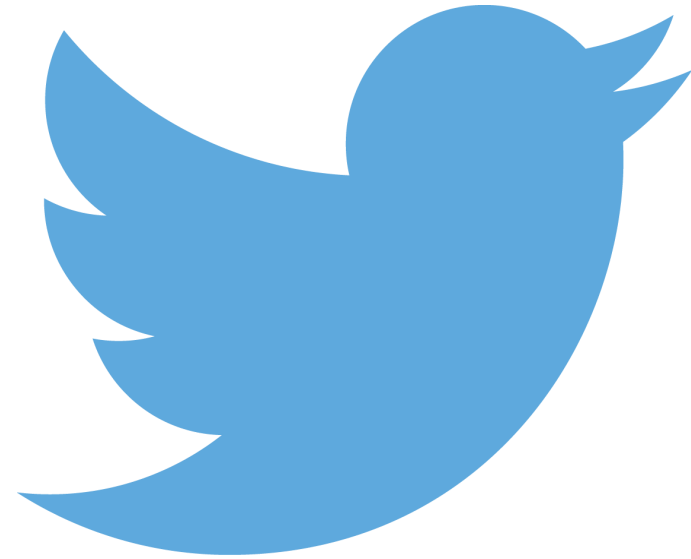
Why are people on Twitter?

1. Interesting people
2. Breaking news
3. Tracking trends
4. Company contact



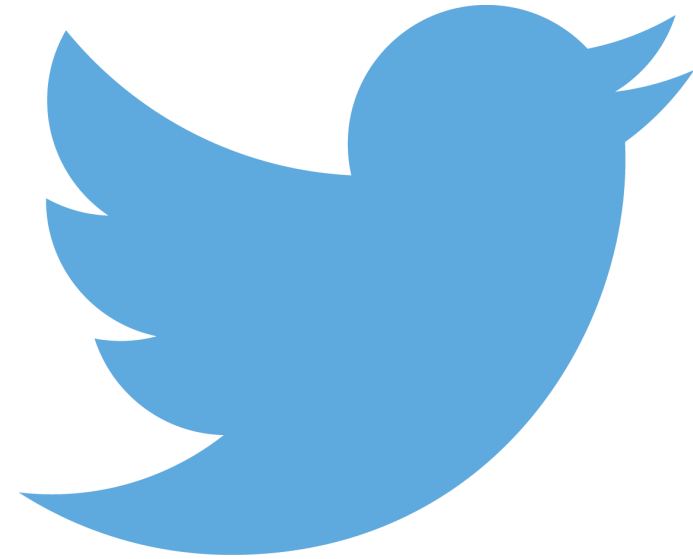
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5. Celebrity access



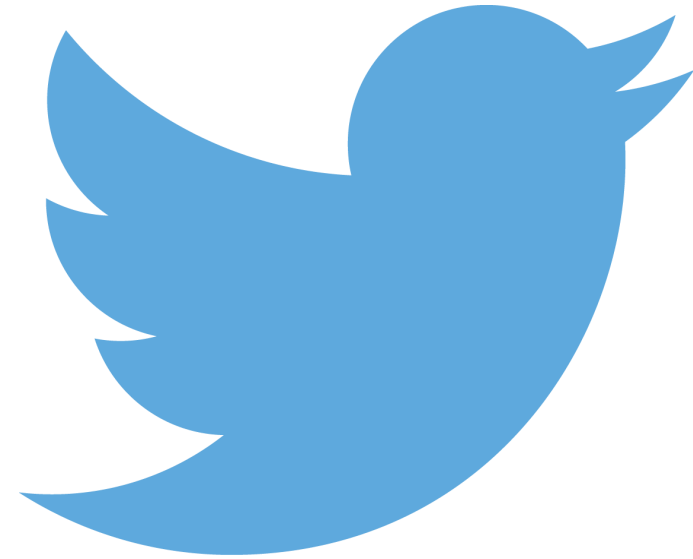
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6. Creative outlet




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2. Breaking news
3. Tracking trends
4. Company contact
5. Celebrity access
6. Creative outlet
7. 140 Characters



Let's take a look at Twitter?




Sabrina Watson
@SabrinaLWatson

TWEETS 4 FOLLOWING 40 FOLLOWERS 7

Trends · Change


- #PresidentsDay
- #SNL40
- Lesley Gore
- #DontPanic
- #AskApprentice
- #NYFW
- Tyga
- Jason Giambi
- Kanye
- Khloe

What's happening?




Amazon @amazon · 20h
Check out Today's Deal of the Day! amazon.com/gp/goldbox?tag...

Deal of the Day




Promoted by Amazon

40 61 View photo




Ariana Grande @ArianaGrande · 22m
omg??? " @NICKIMINAJ: Wanna minaj? Instagram.com/p/zLmIXAL8Xk"

4.2K 7.3K View conversation




jimmy fallon @jimmyfallon · 22m
The Washington Monument is 10 inches shorter than previously thought. The monument said "Get your arms back and measure it" in 1982. #FallonMedia

Who to follow · Refresh · View all




John Legere @JohnLegere
Followed by Gary Fischer and...

Follow Promoted




SWS Nashville @SWSNash...

Follow



Stop Gray for Women @N...

Follow

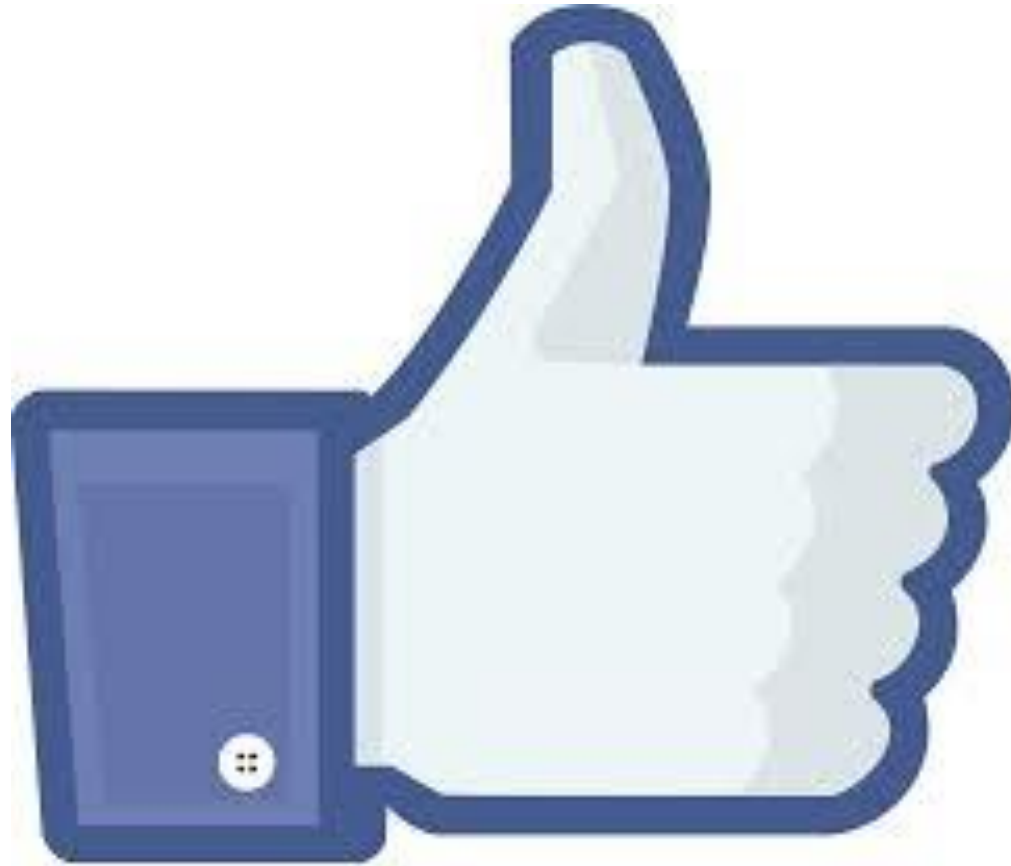


Find people you know
Import your contacts from Gmail

Connect other address books

© 2015 Twitter About Help Terms Privacy
Cookies Ads info Brand Blog Status Apps
Jobs Advertise Businesses Media
Developers

Facebook



Why are people on Facebook?

1. Share with many people at once



Why are people on Facebook?

1. Share with many people at once
2. See photos and videos



Why are people on Facebook?

1. Share with many people at once
2. See photos and videos
3. Receive updates or comments



Why are people on Facebook?

1. Share with many people at once
2. See photos and videos
3. Receive updates or comments
4. See entertaining/funny posts



Why are people on Facebook?

1. Share with many people at once
2. See photos and videos
3. Receive updates or comments
4. See entertaining/funny posts
5. Keep up with news/current events



Why are people on Facebook?

1. Share with many people at once
2. See photos and videos
3. Receive updates or comments
4. See entertaining/funny posts
5. Keep up with news/current events
6. Network



Let's take a quick look at Facebook

The screenshot shows the Facebook profile of the 'Crystal River Computer Users Group'. The page header includes tabs for 'Page', 'Activity', 'Insights', and 'Settings', along with 'Build Audience' and 'Help' options. The main cover photo features the group's logo 'CRCUG Crystal River Computer Users Group' and a collage of technology-related icons including Facebook, LinkedIn, Twitter, a green leaf, Photoshop, Meetup, a red and white sign, a yellow Pinterest icon, a Windows 8 interface, an 'online WEBINAR seminar' graphic, and the WordPress logo. Below the cover photo, the group's name 'Crystal River Computer Users Group' and category 'Computers/Technology' are displayed, along with a tagline 'We are "Members helping Members"' and buttons for 'Contact Us', 'Liked', and 'Message'. The navigation bar includes 'Timeline', 'About', 'Welcome Start Here!', 'Membership', and 'More'. On the right, a 'THIS WEEK' summary shows 1 Page Like, 7 Post Reach, 0 Contact Us, 0 Notifications, and 0 Messages. The left sidebar shows '232 likes' and a list of people who liked the page, including Jenny Pope, Amanda Akers, and 54 others. The main content area shows a status update 'What have you been up to?' and a link shared by the group.

Page Activity Insights Settings Build Audience Help

CRCUG
Crystal River Computer Users Group

Crystal River Computer Users Group
Computers/Technology

We are "Members helping Members"

Contact Us Liked Message

Timeline About Welcome Start Here! Membership More

PEOPLE >

232 likes

Jenny Pope, Amanda Akers and 54 others like this.

Recent

2015

2014

2013

Founded

See Your Ad Here

Key Systems

- Website
- Lead generation
- Lead conversion
- Blogging



Key Systems

- Website



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- Lead generation
 - Tweet, Pin or Like?
 - Pick the proper channels



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 - Don't be pitchy



Key Systems

- Lead generation
 - Tweet, Pin or Like?
 - Pick the proper channels
 - Align and focus your content
 - Expand and establish your expertise
 - Social is a two-way street. Create conversations.
 - Don't be pitchy
 - A well-timed nudge in the right direction



Key Systems

- Lead conversion
 - Promote your content in a way that is entertaining and native to each platform



Key Systems

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Key Systems

- Lead conversion
 - Promote your content in a way that is entertaining and native to each platform
 - Don't only post links to your content
 - Plan your analytics
 - Google Analytics
 - Klout
 - Kred
 - PeerIndex



Key Systems

1. Blogging

1. You own your blog
 1. Educate
 2. Entertain
 3. Empower
 4. Call to action



Key Systems - Bonus

- Tweeting links to your content directly to influencers (but *only* if it's relevant to them!)
- Asking influencers (with whom you already have a relationship) to tweet your content to their followers
- When you post a link to content on your Facebook page, tag relevant influencers (or anyone mentioned in the article)
- Post your content in relevant groups and communities in LinkedIn, Facebook & Google Groups
- Answer questions relevant to your industry/product

Social Media Success



Image
marthaasanchez.com

How should I begin?

- Review your stats and determine your target market location
- Create your profile and get your brand name
 - Note – get your brand name on all sites even if you are not using them yet.
- Start on one social media platform at a time
- Create a social media plan
- Blog, post, tweet, engage, respond – Have fun!

Social Media Success

Questions?

