

QuickSocial[®]
ARTIFICIAL INTELLIGENCE FOR YOUR BUSINESS

The internet is there for you to conquer!

2019

Social Media Can be a Powerful Tool
If You Know How to Use it...



The internet is there for you to conquer!

2019



10 Most Common Misconceptions About Social Media Marketing

- 1. It's just about opening a Facebook and Twitter page.**

Wrong, your social media campaign starts from your website.
- 2. You need to be active on all social platforms, all the time.**

Wrong, you need to be where your target clients are.
- 3. Social media marketing won't work for your industry.**

It is just like industry events you have to choose the right one.
- 4. All social media platforms are the same.**

There are different content formats for different users
- 5. The more hashtags, the better.**

Many hashtags could be negative and use too many characters.
- 6. Social media marketing is 100% free.**

Most SM are free to open but creating content and posting it is not.
- 8. Negative comments are too risky.**

Indeed they are so make sure you are listening to your clients.
- 9. You just need to post as much as possible.**

Post when you have something to say.
- 10. Social media is only used to attract new customers.**

It can also be used for customer feedback and support

The internet is there for you to conquer!

2019

Social media then and now

before internet



Before the internet we used industry events or the trade press to share our opinions & promote our products/services.

In the 90's



Early internet included directories, industry portals, message boards and chat rooms.

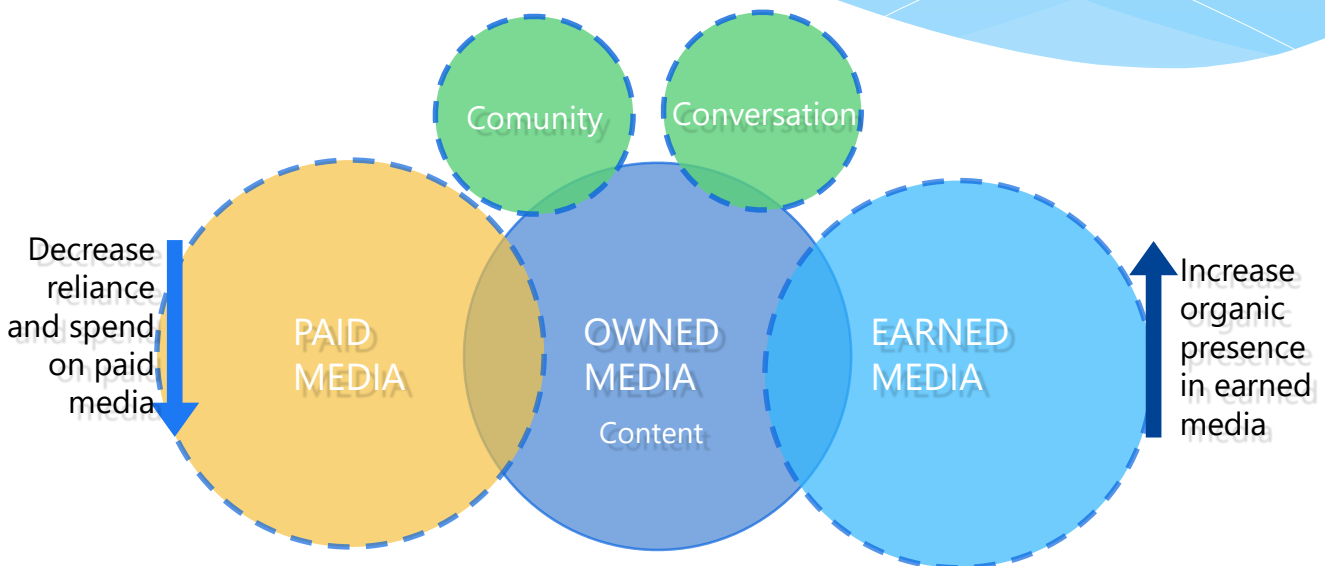
2019



Now we use social media platforms, online directories and blogs (Paid, Earned, & Owned)

Communication channels have changed but the secret is still in the content/message.

Nobody likes to be **sold** to, **but everyone** likes to **buy**.



The internet is there for you to conquer!

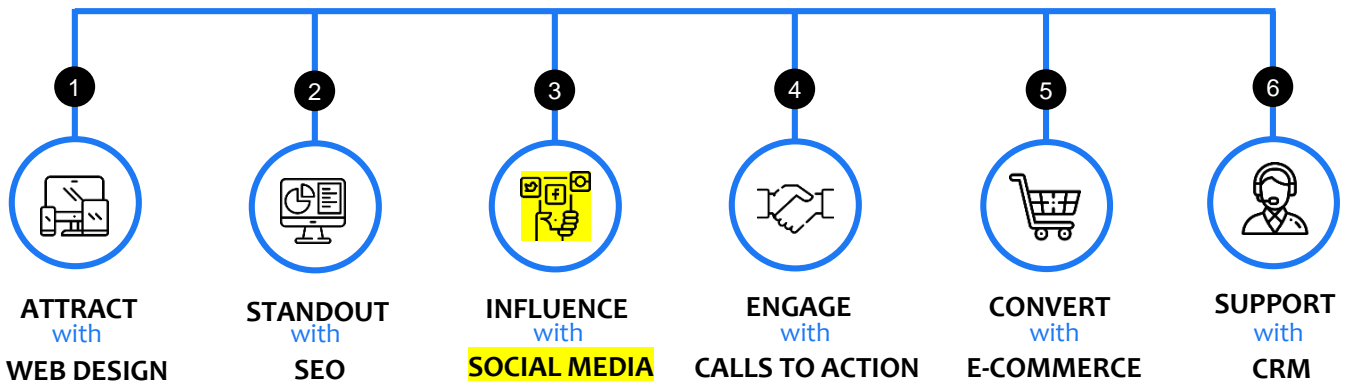
2019

Where and how to start



Social media should be part of a bigger plan called **grow Marketing** and it starts by having a social media enabled website.

TACTICAL GROW MARKETING



Business is happening on the internet so don't wait another year to make money with your website. **Quick Social** can deploy all these tools on your website to grow your business in **2019**.

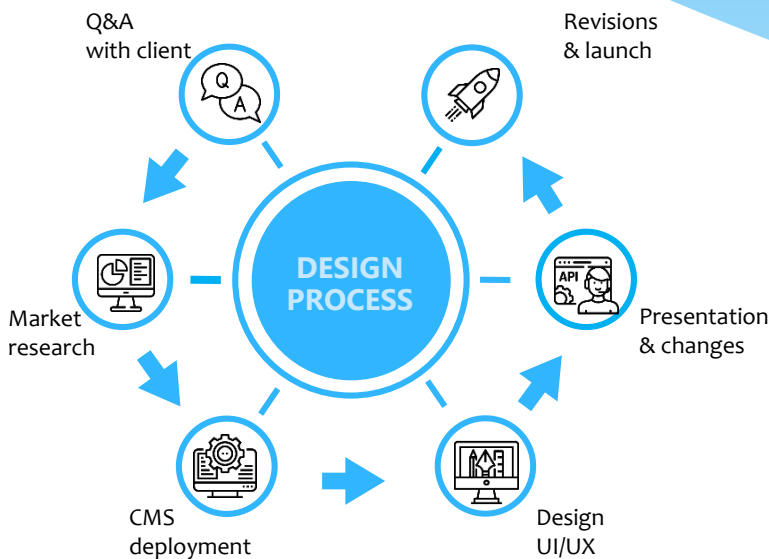
Web Design

The starting point

Rules of online marketing engagement have changed and social marketing maturity is the transition from trial to tactical.

Your website should be at the center of your strategy while using your public social media pages as satellites of your own online business community.

By working with the Quick Social team you will have an online community that is ready to be seeded. Although many social media gurus will make the process seem complicated, and even mystical, it is all fairly easy.



There is a big misconception about web design. A great web design doesn't have to be an out of this world design made by an award-winning creative agency, but it should be made by professionals who are knowledgeable about user experience (UX). Professional web designers create a website to attract, engage and convert the largest, widest number of visitors from different demographics.

A successful website starts with a good understanding of the client's brand DNA, products, services, and market. While an outstanding design is necessary for you to stand out from the crowd, we also have to make sure it's user-friendly. Your website's menu should be easy to locate by most visitors, and call-to-action buttons/forms should be placed correctly for visitors to engage with you. Realistically, you need a website to make money and not just to have a pretty online business brochure. Again, to produce any income your website should be designed by professionals, yet you, or someone on your team, should be able to manage it and make changes at will. For that reason, we will design your new website on the best CMS platform for business.

SEO

ORGANIC marketing

Search engine optimization



SEO is to online marketing what a combination of yellow pages, outdoor ads, and a GPS is to advertising. Not everyone uses SEO but sooner or later you will need it. In my opinion **organic** marketing is equal in value to **pro-active** marketing, and one will not work great without the other. Unlike other CMS platforms, your new website doesn't need any plugins to do SEO as it is inherently SEO-friendly. DNN is one of the few open source CMS that comes close to having a complete SEO-friendly solution out-of-the-box.

But what is SEO?

Search Engine Optimization is simply a term used to describe the process of constantly optimizing your website to be indexed faster and more easily by all search engine algorithms (not only Google's Panda, Penguin and Hummingbird) but also to be indexed better than competing websites. The exact methods and techniques you use will sometimes change from week to week, but in general the main strategy & tactics remain the same.

SEO Checklist:

- Enhance visibility by adding SEO-Friendly URLs
- Choose your title wisely and include principal keywords
- Wrap your titles in H1 Tags
- Create relevant Keywords
- Write feature focused meta descriptions
- Add SEO that is relevant to each page
- Use structured data markup
- Optimize Images and rename them with descriptive names
- Write quality content
- Add social sharing buttons
- Increase site speed by optimizing pictures, codes and content.
- Use responsive design (mobile friendly)
- Use natural language
- Include an XML sitemap
- Evaluate your SEO daily with web analytics
- Optimize your server hardware and configuration
- Eliminate duplicate content and dead links
- Create customized content landing pages

Don't start your online marketing campaign without it!

Online Reputation

ORGANIC marketing

What do people see when they search for you online?

Whenever you put content online, or someone does it for you, remember that the internet never forgets. Be careful with what you post and choose your own content. If someone writes for you or if your blog has comment capabilities make sure the comments are monitored.

If someone writes something negative about you online it will have a long-term impact on your business. Don't engage with detractors and instead get as many positive comments as you can on the same subject to bury the bad under the good. If this is not effective enough use a professional removal agency to take care of the negative comments.

Getting sociable and having people write good things about you and your business (testimonials) is key to maintaining your online reputation. Protect your privacy, don't let people know about your personal life unless it is meaningful to the image you want to project for your business. Getting a great reputation is hard but keeping it online is even harder, and most marketers fail to understand how poor reputation management can damage their company.



Get your story out there and establish yourself as a voice / expert in your industry.

SMO

PROACTIVE marketing



What is Social Media Optimization (SMO)

Unlike SEO organic marketing, SMO is a form of outbound/inbound proactive marketing induced by marketers to attract prospects and convert them into new customers, but also to be attentive of what their existing customers could be seeking. It involves a good knowledge of the social media landscape, a social media enabled website, an SMO strategy, and an implementation plan. Of course, you have to add the resources to make it work.

Before you start SMO you need to understand the difference between traditional marketing and online marketing, and more precisely SMO. Traditional marketing is mostly a unilateral action of pushing an ad/message through print, TV, radio, billboards, direct mail, and even internet banners and bulk mail. This marketing is also called interruption marketing.

SMO can sometimes borrow methods from traditional marketing, but it goes beyond interruption marketing to permission marketing. The SMO marketing cycle is a bit more complex as you have to **Attract** prospects, **Convert** them into followers, **Transform** them into members of your business community (this is the point where they buy) and finally into **Advocates** of your products or services (this is the point where they sell for you, also called crowdsourcing or Next-Marketing).

Keep in mind that the millennial (Y) generation is becoming your number one target and they were born with social media. Already for them 75% of internet sales are triggered by a friend's suggestion, review, comment, or blog featured on a social media platform. Many large corporations such as Microsoft, Nike, Jet Blue, & UPS are using Twitter, Facebook and other networks as their customer support system. I am not sure I agree with this tactic but they are where their clients are.

Social Networks

1300+ social platforms and counting

So many Social Networks, so little time?

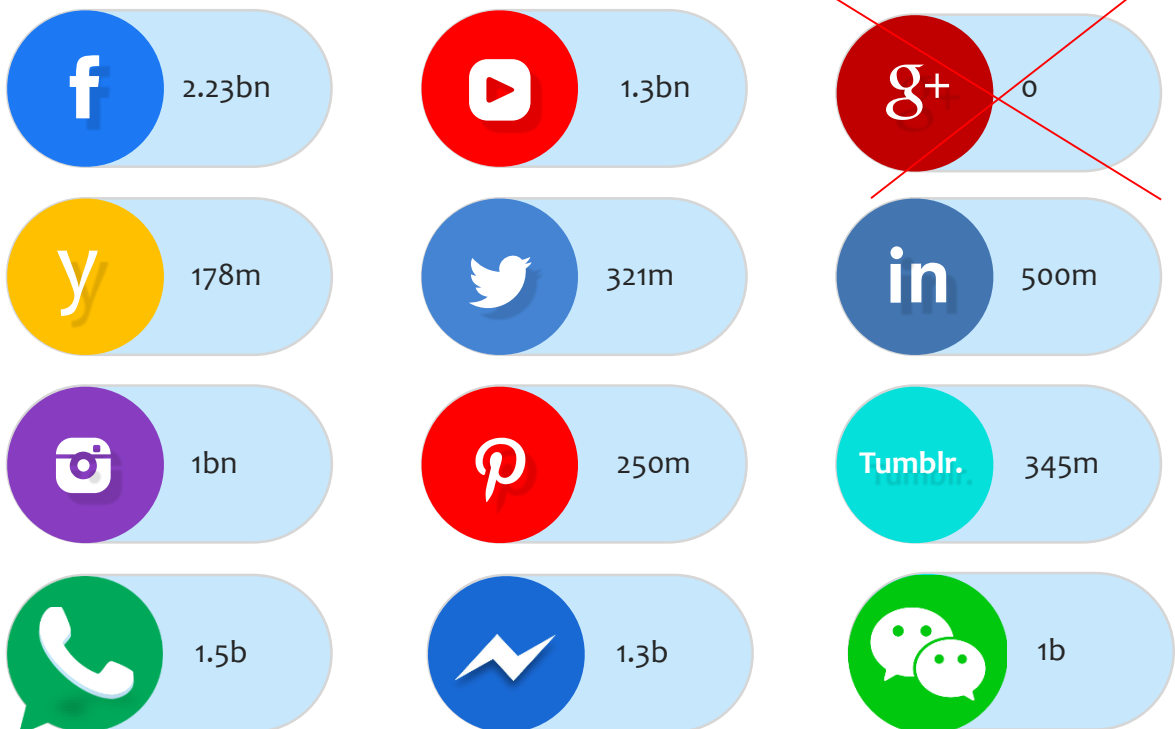


There are so many social networks (thousands) and the question is not only how to start, but also where to start and how often (X hours daily/weekly/monthly).

First, you need to find someone in-house or contract someone to be in charge of each social media (one per social media). Even if you have a blog with a social media feeder you need to have someone following targeted people and make sure they are following back. Also, social media networks are not all equal (B2B,B2C,B4B) and their role in your SMO tactical plan could be different, and sometimes complementary.

Voluntarily, I have jumped directly to the tactical plan as many gurus speak about the strategy plan (what and why) but few explain the tactics (when, where and how). Let's face it we need to have a basic strategy in SMO as it is the big picture before all.

The most popular

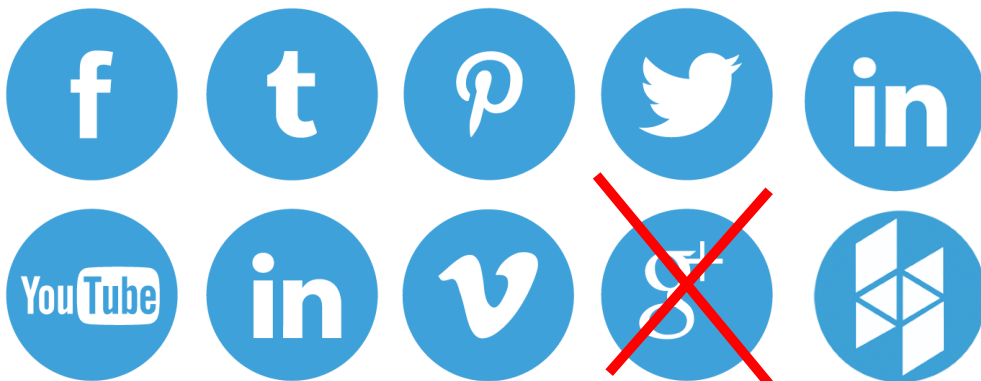


SMO

PROACTIVE marketing

Quick Social Cross-Platform Social Media Tips

- * **Know your target audience.** Who are your ideal clients? The answer to this question will tell you which social media platforms you should be using.
- * Social media analytics by industry based on follower count, post frequency & user engagement: <https://pages.trackmaven.com/rs/251-LXF-778/images/social-media-industry-report.pdf>
- * **Set up & perfect your profile.** Make sure every field in your profile is complete. Fields will vary depending on the social media platform. Pick the right handle, profile photo and header image. Choose high-quality visuals that convey a consistent branding voice across all social media platforms. Don't forget to link back to your website, not only in your profile details but on every post.
- * **Boost your follower count** by following the social media accounts of people you know and are already doing business with. Ex) your colleagues, employees, partners, suppliers, etc. These are the people who will be most likely to engage with your content from the get-go.
- * **Create unique and memorable branded hashtags.** These are essential to any social media campaign. Create a hashtag for specific promotions and product/service offerings. Branded hashtags encourage user-generated content and generate buzz for your brand/company. Ex) Coca-Cola's #ShareACoke or Calvin Klein's #MyCalvins



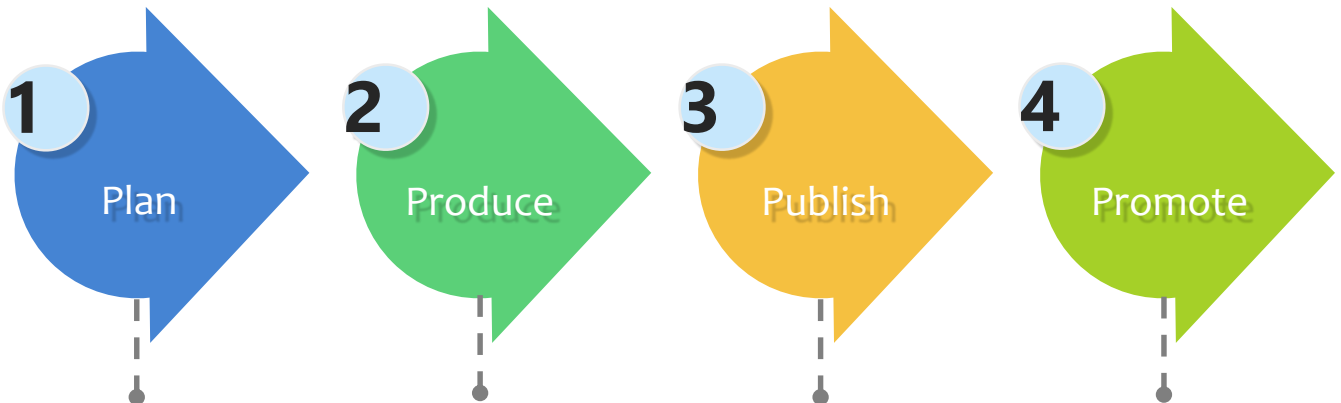
SMO

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Quick Social Cross-Platform Social Media Tips

- * **Use calls-to-action.** Just as you would on your website homepage, include calls-to-action in your post captions to encourage user engagement. This could be: asking questions, encouraging the use of branded hashtags, asking users to tag friends to foster conversation in the comments, directing followers to URLs, etc.
- * **Engage your followers.** Monitor your hashtags and engage with posts about your brand/company daily. Respond to comments and messages quickly and frequently, even if they are negative. Consumer expectation for response time is under 4 hours. Control your story and remain courteous. Followers, particularly Millennials and Gen Z-ers, appreciate accountability and it is a best practice.
- * **Repost user-generated content often** and make sure to give proper credit to the author. Always tag the accounts of individuals or groups mentioned in your post. When you tag another user, your post is shared with their network instantly increasing your reach.
- * **Post at the right time.** Social media platforms are consumed differently. Depending on your target audience, users may have the tendency of checking their feeds at certain times. Keep this in mind when planning your posts.

Content marketing



SMO

PROACTIVE marketing



Quick Social Cross-Platform Social Media Tips

- * **Tag your local community.** Geotag and hashtag your city and local community on your posts to increase your reach. Ex) #Pinellas #Clearwater #StPete
- * **Engage with influencers.** Find and follow the social media accounts of influential people in your niche industry and local community. Engage with them. This can be as simple as reposting them or leaving a comment which is free, or you can hire influencers to create sponsored content.
- * **Humanize your Company/Brand.** People like to know who they're doing business with. If you can then share respectable and candid photos of you and your team in action. This will generate confidence from your followers.
- * **Stay informed on latest features.** The social media landscape is constantly evolving so stay informed on new feature launches to optimize your use of social media.
- * **Gain insights from your analytics.** Analytic tools can give you insight into which of your content is producing the most engagement with your product/service offering, as well as traffic to your website. These insights can help you with quality content development.
- * **Don't have the time? Hire a professional.** Hire a professional social media manager to develop your SMO strategy and execute it. Consistency is vital to growing your follower count/user engagement and an effective social media campaign requires frequent attention.

Facebook



Quick Social Platform Specific Social Media Tips

What is Facebook? Facebook is a social networking website where users can post comments, share photographs and post links to news or other interesting content on the web, chat live, and watch short-form video.

- * **Create a business page.** Select the right category for business and claim your Page's vanity URL.
- * **Stand out from the crowd.** Just as on your website homepage, your cover photo takes up major real estate. Use this opportunity to stand out from the crowd with a great visual. Remember to include a call to action or brand slogan. Facebook has recently introduced video cover photos.
- * **Add a button to your page.** Facebook's page button feature allows you to place a call-to-action at the top of your page. Button options allow page visitors to book with you, contact you, learn more about your business, shop with you, etc.
- * **Create custom page tabs.** This feature allows you to make custom sections on your page to showcase live videos, notes, offers, services and a shop.
- * **Earn the responsive badge.** This badge informs page visitors that your page is responsive to messages which speaks positively to your customer service.
- * **Go live!** Facebook has a live video feature. Brands, companies and organizations can use this feature to livestream an event, Q&A, tutorial, podcast, etc. Followers can comment live and be a part of the conversation.
- * **Find talent.** Facebook offers a jobs feature which allows you to create job posts from your business page.
- * **1 post per day.** While post frequency depends on your social media goals, it is generally best practice not to post more than 1x a day on this platform.

Instagram



Quick Social Platform Specific Social Media Tips

What is Instagram? Instagram is a social networking app for sharing photos and videos from a smartphone.

- **Switch to a business profile.** In your profile settings you can switch your Instagram account to a business profile. This will give you additional features such as: a contact button, analytical tools, and the ability to create ads.
- **Create a theme.** To create a clean and professional looking feed consider using a theme. A theme reflects your brand/company's aesthetic and is told through great visuals. Your theme is developed by the overall look, angles, story, location, subject, and editing of your photos. Tools are available to help you edit and plan your feed.
- **“Link in bio.”** Since you can not add clickable links on Instagram captions, direct followers to find the relevant link in your profile bio. This link should be updated with each post to redirect your followers to a landing page on your website, whether that is a blog post or an item on your shopping cart.
- **Use the stories feature.** An Instagram Story is a photo or video which is visible on your feed for the span of 24 hours. There is also the option to broadcast live video. This feature is great for candid content. Also, users can select stories to permanently highlight on their profile, and highlighted stories can be grouped into categories of your choice. For ex) Sales, Contests, Events, Featured Products, Etc. Stories offer many additional features: you can use geolocation tags, hashtags, mentions, countdowns, and conduct polls. Verified Instagram accounts can also include direct links on their Story.
- **Post hashtags in the comments.** Save hashtags for the first comment on your post so that you avoid looking like a spammer.
- **Get creative with video.** Instagram has native apps such as Boomerang and Hyper lapse that allow you to easily create interesting video content for your feed. These videos can then be downloaded and shared on other social media platforms.
- **1-2 posts per day.** While post frequency depends on your social media goals, it is generally best practice not to post more than 2x a day on this platform.

Twitter



Quick Social Platform Specific Social Media Tips

What is Twitter? Twitter is an online news and social networking site where people communicate in short messages called tweets.

- **Stand out from the crowd.** Just as on your website homepage, your cover photo takes up major real estate. Use this opportunity to stand out from the crowd with a great visual. Remember to include a call to action or brand slogan.
- **Use Twitter polls.** This feature is a great way to engage your following and getting their direct feedback. Ask questions that are relevant to your business. For ex) What are they most looking forward to at your next event? What is their favorite flavor of ice cream at your shop? What content would they like to see more of?
- **Join in on trending topics.** Twitter showcases worldwide and local trends on your feed depending on your profile preferences. Use this feature to discover important happenings in your environment and increase your reach by joining the conversation. Include the relevant trending hashtag in your tweet or respond to another user's tweet.
- **Use link shortening tools.** Each tweet has a 280-character limit. Tools such as bit.ly, tinyurl.com, goo.gl, etc. will allow you to shorten long page URLs and optimize your character count.
- **Use images.** A picture is worth a thousand words, and photos increase your chances of being retweeted.
- **Create lists.** Organize your feed by setting up Twitter lists to create groups of relevant users. For ex) clients, consumers, suppliers, influencers, etc. This will allow you to easily navigate your feed and stay up-to-date on users you most value.
- **15 posts per day.** Tweets receive the highest engagement during the first hour after it is posted and in general Twitter has a higher level of post frequency than other social media. While post frequency depends on your social media goals, it is generally best practice not to post more than 15x a day on this platform.

LinkedIn



Quick Social Platform Specific Social Media Tips

What is LinkedIn? LinkedIn is a social media platform geared to professionals. It enables you to network and to build your professional portfolio.

- **Create a company profile.** Include your company description, website URL, company size, industry, company type and location.
- **Stand out from the crowd.** Just as on your website homepage, your cover photo takes up major real estate. Use this opportunity to stand out from the crowd with a great visual. Remember to include a call to action or brand slogan.
- **Encourage your staff to create their own profile.** This will enhance and broaden the reach of your brand/company on LinkedIn, as well as on search engines.
- **Leverage groups.** Use LinkedIn groups to network with professionals in your industry. You can also create your own group that caters to your niche industry.
- **Find talent.** LinkedIn offers a jobs feature which allows you to create job posts from your company profile.
- **Use content suggestions.** Content suggestions is a new feature that allows you to browse current trends in relation to industry, location, job function, seniority, relationship, etc.
- **1 post per day.** While post frequency depends on your social media goals, it is generally best practice not to post more than 1x a day on this platform.

BLOG

PROACTIVE marketing

Do I need a BLOG?

Maybe you don't need a blog, but you **do** need daily content. The easiest and most effective place to do this is on a blog. Unlike on a regular website page, on a blog your readers can subscribe, participate, comment, review, and share with friends, or on their own website and social pages.

Goals

- * Increase reputation & leadership in your industry
- * Increase brand awareness
- * Force yourself to communicate & branch out
- * Boost comments and engagement from customers
- * Lead generation through blog subscription, find new clients
- * Generate outbound links
- * Make money

Actions

- * Choose managing editor to operate the blog
- * Create an internal blog program to get employees to contribute
- * Decide on how many blog a day/week
- * Attract guest bloggers
- * Add social sharing icons and social media page automatic feeder to promote each blog on social channels

Results

- * Number of posts
- * Number of bloggers
- * Number of social shares
- * Audience growth—unique and return visitors
- * Conversions
- * Subscriber growth
- * Inbound links
- * Directory listings for infographics
- * SEO improvement



Online Video

Going viral?

YOUTUBE, VIMEO, VINE, INSTAGRAM VIDEO

YouTube, Vimeo, one or all of them? Video-based social media are the best platforms for your business to have a chance of going viral. Again, the question is how many videos and how often (X hours daily/weekly/monthly)?

Goals/why?

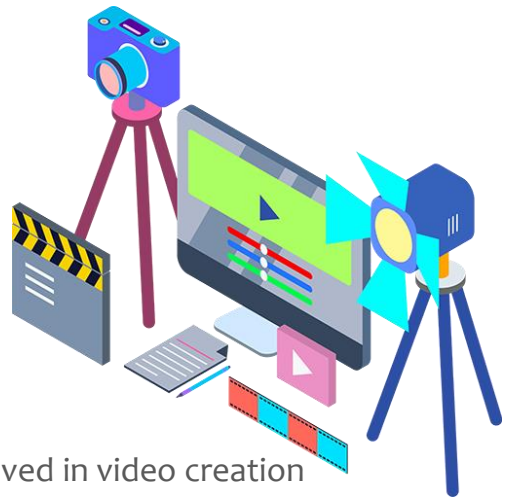
- * Brand awareness
- * 65% of all consumer internet traffic
- * YouTube has more than a billion unique visitors/month
- * Showcase products and services
- * Go viral
- * Training and demos
- * Create online TV
- * A video is better than a thousand words

Actions

- * Choose the director and a video agency
- * Create a storyboard
- * Determine distribution channels
- * Create social strategy for promotion
- * Get customers, partners, and influencers involved in video creation

Results

- * Views
- * Shares
- * Referral traffic
- * Pages ranking on key terms from YouTube.
- * Sales/Money



If you agree that a video is better than a thousand words then what are you waiting for?

Photo sharing sites

Online galleries

INSTAGRAM, TUMBLR, FLICKR, SNAPCHAT

Photo sharing sites are simply your business windows to the internet. They compete with video sharing sites as the leading social media for millennials. Visual stories with romance text capture the most engagement.

Goals

- * Brand awareness
- * Engage customers and prospects with pictures
- * Showcase products
- * Portray your company
- * Online window to your company
- * Link back to your blog and content management modules on your platform

Actions

- * Decide who on your team will take the task
- * Have the name of the company/website added to each photo name tag
- * Establish guidelines for photos and illustration (sizes, copyright, tags...)
- * Encourage employees to participate and share their own photos

Results

- * Referral traffic
- * Shares and comments
- * View of photos
- Downloads of photos
- * Click through, back link to the company website
- * Lead generation and customer acquisition

Presentation sharing

Your company presents: ...

SLIDESHARE, SLIDESOURCE, SPEAKERDESK

Almost everyone has used PowerPoint, Prezi, Adobe presenter, etc. during a presentation in front of a live audience, but today slide sharing is becoming an integral part of your social media campaign. Today most social media networks can share presentations.

Goals

- * Brand awareness
- * Engagement with visual downloadable content
- * Lead generation and customer acquisition
- * SEO optimization
- * Generate additional content views

Actions

- * Decide who in your team makes the best presentations
- * Do it in-house or contract a third party agency
- * Choose your online presentation partner/network
- * Link it back into your online platform

Results

- * X number of presentations
- * Followers
- * Views
- * Shares
- * Lead generation and customer acquisition
- * Downloads
- * Favorites

Event announcement

Buzz!!!!!!

Buzz-worthy company events

Although industry tradeshows and company events have always been a huge support for marketing efforts, the way to announce them has changed drastically. Snail mail invitations have been replaced by email invitations, last minute in-mail, and social media buzz.

Goals

- * Brand awareness
- * Engagement with clients and prospects
- * Lead generation and customer acquisition
- * Consolidate relationships and customer support
- * Generate appointments and sales

Actions

- * Get industry lists (B2B, B4B) and last year's visitors list from event organizers
- * Data mining
- * Business intelligence: Competition, Industry stats, Professionals
- * Build advocacy among existing customers and affiliates
- * Build your marketing automation platform

Results

- * How many prospects
- * How many qualified prospects
- * Appointments
- * Potential sales
- * Completed sales
- * % +/- last year
- * ROI



Data mining

Business intelligence



Business intelligence, the corner stone to build your marketing campaign on...

Knowing everything about your own business, your industry, your vendors, your partners and customers gives you an edge over your competition and allows you to make better and more informed business decisions. Many marketers are surprised to see that they already own the raw data that can be transformed into meaningful, usable information.

Data mining can be used to build lists of prospects but it can also go beyond this and drive sustainable growth from existing data, and build or reconnect streams in the ecosystem of a company and its existing customers.

Goals

- * Market segmentation (common characteristics of customers who buy the same item)
- * Customer churn (predict if they are likely to go to your competitors)
- * Fraud detection
- * Direct marketing (mailing lists)
- * Associated purchase (What products are purchased together)
- * Trend analysis (yesterday's customer vs today's customer in order to predict tomorrow's consumer interests)

Actions

- * Find the best data mining tools/company
- * Transform your raw data into meaningful, usable information
- * Build or buy prospect lists
- * Use the transformed data to make better purchase
- * To do better customer support
- * To boost innovation, R&D and marketing

Results

- * How have your customer acquisition and sales improved?
- * Does your customer support work better?
- * Did better intelligence of the market, consumer requirements, and competition intelligence help boost product innovation?

You need to understand where you stand in order to know where you're going..



This tactical plan was compiled by Nathalie Pommier

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Quick Social is a digital agency located in Miami and St. Petersburg, Florida USA. Our multi-cultural team of web designers, developers and marketing experts are ready to help you.

We not only design websites, we literally put your business online.

www.quicksocial.us