

Leveraging Social Media

Venus Lanzot

Sr. Business Consultant II

March 15, 2018



Do you engage in social media marketing?

Agenda

1. How social media helps define your brand
2. How social media helps your rank in search
3. The most effective content on social media
4. Managing your reputation
5. Put it into action

Defining Your Brand

Consumer Buying Decision Process



Social should be a clear representation of your business

- Think of it as your first impression – for some it will be.
- Incorporate language in your descriptions that your customers would use when conversing with you.
- Include and maintain your contact information: street address, phone number, a link to your website, and business hours.
- Use photos and videos that bring your business to life. These can be photos of your establishment and the people who work there.

Which platforms is your agency currently using or considering?

Choosing the right channel

Identify the right channel for your business

Facebook

- The most popular site with 1.59 billion worldwide users
- 73% of the US adult population are active users
- Almost even mix of women and men using the platform

LinkedIn

- The professional network
- Good for connecting with influencers. Ex. mortgage brokers, real estate agents, car dealers, etc.

Instagram

- Is a great option for businesses that rely heavily on images.
- It's also particularly effective for reaching young adults, Hispanics and African Americans.

Choosing the right channel

Identify the right channel for your business

Google+

- Google+ users are 67% male
- The majority are in technical and engineering fields.
- The average age is 28
- Because this is Google's social network there are many SEO benefits

Twitter

- Twitter is 4th in usage
- Delivers 1 billion unique visitors to websites via embedded links
- The majority of users who follow a brand on Twitter do so to take advantage of offers, contests and exclusive discounts.

Snapchat

- More than 10 billion mobile videos currently viewed per day, rivaling Facebook in terms of daily video user engagement
- Snapchat also ranks as the most popular social media site among teenagers and young adults in the United States.

Social should baked into everything

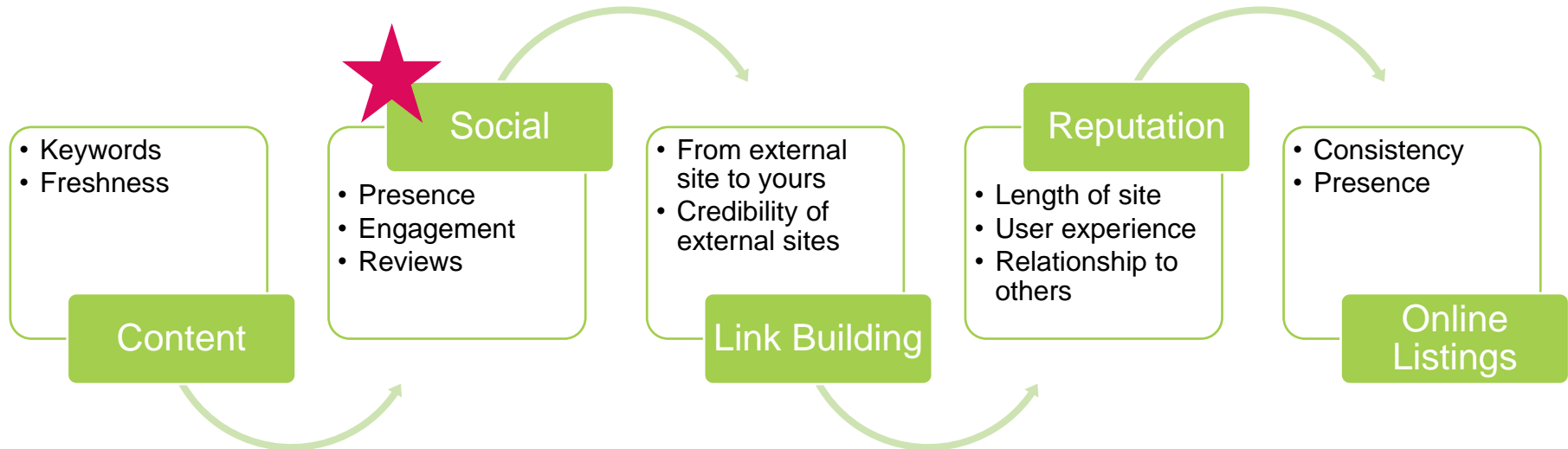
As you plan campaigns consider the function of social media..



How social influences search rankings



Search Engine Optimization

Your presence, activity and engagement all play a pivotal role.



Social reviews in search results

Facebook reviews are pulled into Google knowledge card.

See photos See outside

Hassler Heating and Air Conditioning, Inc. ★

5.0 ★★★★★ 40 Google reviews
HVAC contractor in El Cerrito, California

Address: 1537 S 56th St, El Cerrito, CA 94530
Phone: (510) 848-3030
Hours: Open today · 7AM–6PM •



Suggest an edit

Reviews from the web

Diamond Certified	Facebook	Houzz
8.8/10	5/5	5/5
125 reviews	6 votes	1 review

Reviews Write a review Add a photo

"The service technician came quickly and was able to diagnose my problem."

See photos See outside

CARJON Air Conditioning and Heating, Inc. ★

4.0 ★★★★★ 6 Google reviews
Heating contractor in Smithfield, Rhode Island - Greenville

Address: 4 Enterprise Ln, Smithfield, RI 02917
Phone: (401) 232-9400
Hours: Open today · 8AM–4:30PM •

Suggest an edit

Reviews from the web

Facebook	Houzz	YP.com
4.5/5	5/5	4/5
22 votes	1 review	5 reviews

Reviews Write a review Add a photo

"A great company to work with, I wish everything else in life went so smooth!"

"The installation team was quick thorough and cleaned up the area when done."

"Great experience and crew was exceptional"

View all Google reviews

What content works best?

Identify your audience

Content should resonate with people, not be “one size fits all”.

- Who are your current customers?
 - Can you put them in categories? Ex. Young professionals, families, empty nesters, professional women, small business owners, etc.
- Think about who you want to attract to your business.
 - What are their demographics?
 - What do they value?
 - How can your business help them?

Content Categories

Your content strategy should be a mix of relevant topics

Customer Service

Office closings, change in phone number, claims information, etc.

Marketing Info

Events, charitable giving, about your team, etc.

To connect with prospects

Niche posts that resonate with people; example: pet lovers, brides, car/boat enthusiasts

Content Categories

Your content strategy should be a mix of relevant topics

Product Information	Explain industry terminology, coverages, exclusions, etc.
Safety Tips	Seasonal safety, auto and home safety, pet safety
Human Stories	Things about you, staff birthdays, life events, etc.

Make it personal

Share stories

Clark Insurance Agency added 3 new photos.
June 21 at 9:10pm · 🌟

Happy Father's Day!!



Like · Comment · Share

17 people like this.

Kane Insurance Agency, Inc with James Sager
June 18 at 11:07am · 📍

We would like to welcome James Sager to the Kane Insurance team. James will be focusing on new Commercial and Farm accounts for Kane Insurance. James is a native to Salem. After graduating from Salem Community High School in 2002, James earned his Bachelor's Degree in Business Management from Eastern Illinois University in 2006. Upon graduation, James spent 8 years working for Peoples National Bank. James and his wife, Amber (Schaubert) Sager, reside in Salem and are expecting their 1st child this summer. Please stop in , introduce yourself, and help us welcome James to Kane Insurance.



Like · Comment · Share

47 people like this. Most Recent ▾

View 1 more comment

Rita Walker A great guy.. We have had Kane Insurance for years and it's a great company. Kane insurance is so fortunate to have James Sager as their employee.
Like · Reply · 5 · June 18 at 11:23am

Connect with the community

How do you impact to your local community?



Alliance Insurance Services, LLC

July 27 · 🌐

👍 Like Page

Alliance Insurance Services Presents Check to Food Bank!

(Winston-Salem, NC) On Wednesday, July 22, Alliance Insurance Services hosted a "mid-drive" party to celebrate collections to date of non perishable food items during the company's Summer Food Drive campaign.

The celebration was attended by the public and by clients of Alliance Insurance Services.

During the event a Classic Ford Truck was filled with food to demonstrate progress made thus far. In addition, Christopher Cook, Owner of Alliance Insurance Services, presented a \$2,000 check to James Caldwell, Development Manager of Special Events, with Second Harvest Food Bank of Northwest NC.

"With this cash donation, we can provide 14,000 nutritious meals to our neighbors in need." Said Caldwell.

"We are happy to do our part by making a donation, and we are humbled to see this much food collected during the drive so far," said Cook. "We will continue this campaign in an effort to try and make sure that no child in our community goes without food."



👍 Like 💬 Comment ➦ Share

50 people like this.

Most Recent +

4 shares



Neal Willard I am proud to call you my best friend!

Like · Reply · 👍 1 · July 27 at 8:14pm



Alliance Insurance Services, LLC Trip. It bought 14000 meals and we collected another 2000lbs of food. What can you do to help us raise more?

Like · Reply · July 27 at 9:32pm



Trip Nelson Me myself I'm currently struggling to avoid becoming one of those you support but just giving my opinion based on estimated food prices but hey maybe I should start shopping from your store cause I can barely support myself with all the inflation these... See More

Like · Reply · July 27 at 9:37pm

Generate and share ideas

Exchange ideas and information

 **Michelle Kenna-Gendron, MetLife Auto & Home**
March 22 · 🌐

For all you dog lovers out there! This is so true.



Things you learn from a dog:

- Have a great attitude.
- Greet everyone with enthusiasm.
- Explore everything.
- Loyalty is a virtue.
- Protect those you love.
- Be yourself.
- Love unconditionally.

Like · Comment · Share

2 people like this.

3 shares

 **Foremost Insurance**
July 3 at 1:00pm · 🌐

Are you gonna be around a campfire this weekend? Make a s'more and enter it in our contest for a chance to win new camping gear! Check out the link below.



Foremost Means S'more!

Have a unique s'more recipe and want a chance to win new camping gear? Enter today!

WOOBX.COM

Like · Comment · Share

53 people like this.

17 shares

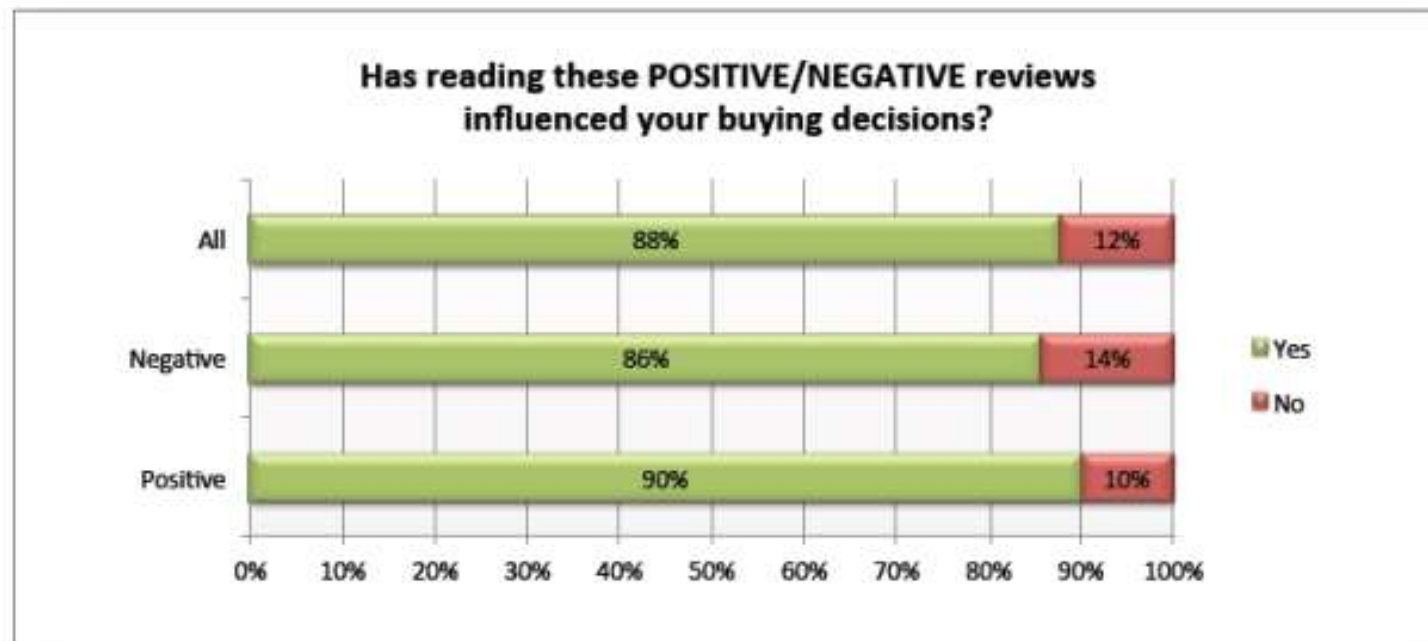
Tips for great content

1. Map out the major events and promotions you have coming up so that you can plan your posts in advance.
2. Document the most common customer questions and address them on social.
3. Develop a library of great images and videos that you can use for posting.
4. Be human!

Manage your reputation

What if I get a negative review?

90% of customers say buying decisions are influenced by online reviews



“We don’t live in a world of 5-star experiences, so accept that not all reviews are going to be 5-star.”

- Talia Shani, Head of Content @ Yotpo

5 Steps to Handling a Negative Review



Step 1: Don't Panic!

Step 2: Think about how you would handle face to face

Step 3: Respond to the negative reviews publicly, and direct them to an offline channel

Step 4: Resolve the issue, and ask the customer to revise their review

Step 5: Follow up, and thank the customer publically for the opportunity to resolve the issue.

Putting it in action

Three things for the beginner

Identify the right channels

- Which social channels are right for your business?
1. Is my audience here?
 2. If so, how are they using this platform?

Set a strategy

- Who will be in charge of monitoring the page?
- Establish guidelines as to how you will handle any negative reviews/complaints
- How will you track leads?

Grow your network

- Give your customers a reason to follow your page
- Connect with your peers and referral sources

Three things for the intermediary

Solicit customer reviews

- Establish a process to ask customers to leave you reviews

Run a social ad

- Be sure your message talks to a specific audience
- Have a clear call to action
- Target a geography close to your office

Expand your content library

- Integrate video
- Infographics

Three things for the advanced user

Create a campaign

- Run a contest
- Promote an event

Track and analyze

- Go beyond vanity metrics such as retweets and likes.
- Focus on things such as leads generated, referrals, and phone calls generated.

Run more sophisticated ads

- Upload customer lists
- Look a like modeling

Thank you