

Code of Conduct

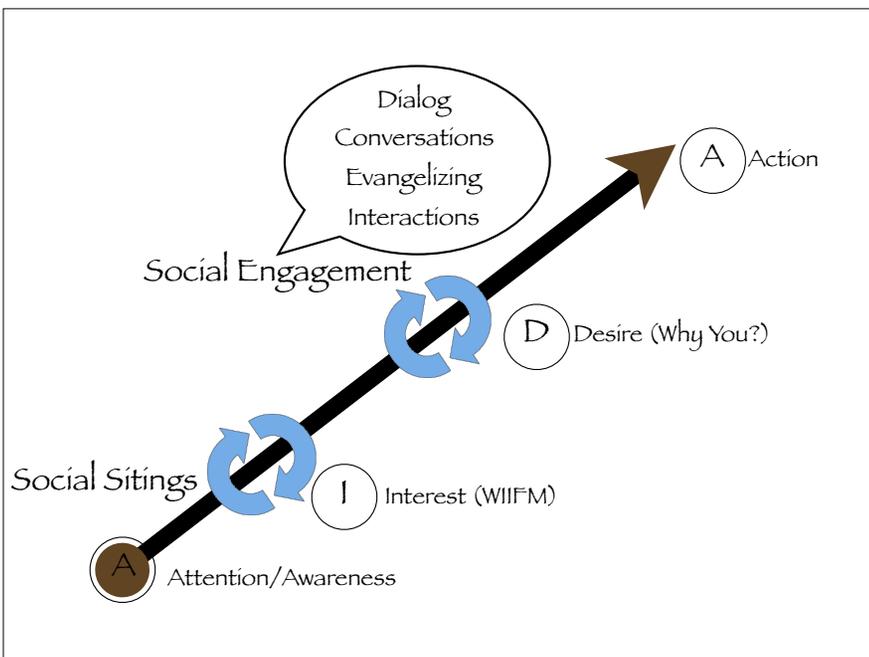
Don't	Do
Be careful what you say	Who will do the talking?
Don't be sell-y	Ground rules
Balance exposure and expression	Be natural, informal
Don't fake it	Be interesting, informative
Don't swear	Be the expert, helpful
Don't be too personal	Keywords

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Battle Strategies

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	Awareness	Engagement
Audience	Doesn't know you Not in your networks	Knows You In your networks
Objective	Drive traffic to website	Comments Conversations Sharing
Social Tactics	Join networks/groups Attract bloggers Comment on blogs Get reviewed	Posts on social networks

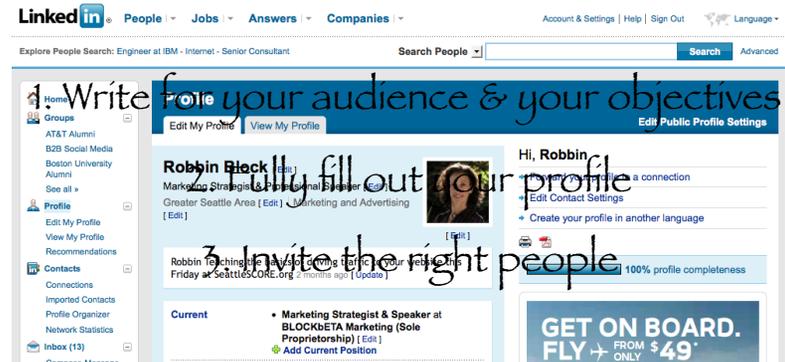
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Charge!

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Create Profiles



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Build Awareness



- ◆ Join niche groups:
- ◆ Geography
- ◆ Interest
- ◆ Demographic
- ◆ Activity
- ◆ Affinity

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Participate

- ◆ Write for your audience
- ◆ Blog
- ◆ Comment
- ◆ Catch attention
- ◆ Answer questions
- ◆ Demo your expertise



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Buried Treasure: Site Swag

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Axiom 1: Post about them, not you.

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Axiom 2: Post things they'll share

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Knightly Ideals

What do they know or believe?

What will resonate?

What key points will you make?

What are they talking about? How can you contribute to the conversation?

Clarify, educate, inform, assist, entertain, support, commiserate...



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Images = 10X more engagement

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Axiom 3:
The game you play
depends on the sandbox

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Facebook is for Entertainment

- ◆ Videos
- ◆ Cats, Dogs, Puppies, Kittens, Food
- ◆ Controversy
- ◆ Motivational messages
- ◆ Sense of belonging
- ◆ Suggestions/recommendations
- ◆ What they want from a business? Discounts, freebies, contests, events, response to complaints, etc.



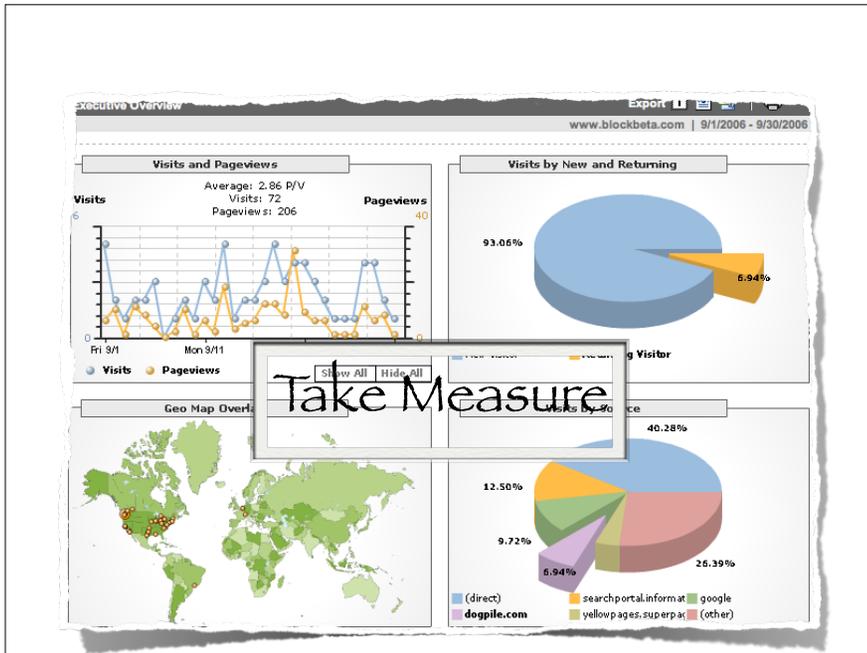
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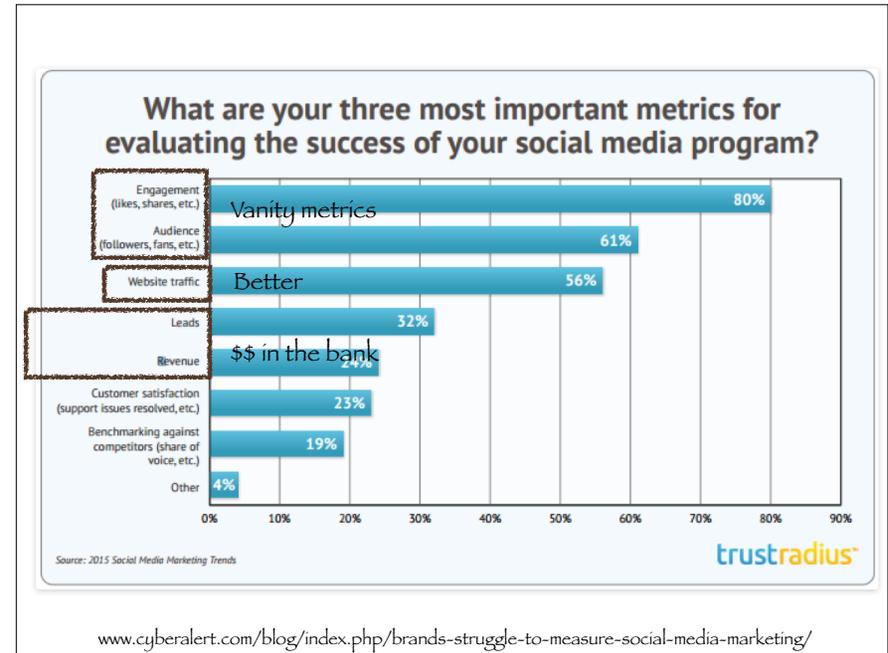
LinkedIn is for:

- ◆ Market intelligence
- ◆ Recruit talent, find resources
- ◆ Connections
- ◆ Info about opportunities
- ◆ Tools for saving \$ and/or time

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www.cyberalert.com/blog/index.php/brands-struggle-to-measure-social-media-marketing/

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If you're spending 20% of your week on social media, you should be getting 20% of your weekly traffic from it.

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Case Study

Discussion Stats

32 replies

02-04-2015 01:48 PM

13043 views Wow!

12 kudos

12 in conversation

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Social Sites Compared

Manta Beats Facebook and LinkedIn?

Social Network	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
	268 % of Total: 4.26% (6,298)	86.57% Avg for View: 86.92% (-0.40%)	232 % of Total: 4.24% (5,474)	61.57% Avg for View: 81.22% (-24.19%)	2.02 Avg for View: 1.49 (35.73%)	00:00:56 Avg for View: 00:01:01 (-7.90%)
1. Twitter	229 (85.45%)	90.83%	208 (89.66%)	60.70%	1.94	00:00:56
2. Facebook	23 (8.58%)	60.87%	14 (6.03%)	78.26%	2.74	00:00:52
3. LinkedIn	7 (2.61%)	57.14%	4 (1.72%)	28.57%	3.14	00:00:40
4. Weebly	15% of manta 13,043 views	50.00%	2 (0.86%)	75.00%	1.25	00:00:03
5. StumbleUpon	2 (0.75%)	100.00%	2 (0.86%)	100.00%	1.00	00:00:00
2. community.manta.com	166 (19.37%)	80.72%	134 (19.25%)	74.70%	1.52	00:01:27

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Take Aways

- ◆ Know who your customer is
- ◆ Choose the right places to participate
- ◆ Understand their social activities, what sites they use and why
- ◆ Take advantage of all they offer
- ◆ Treat awareness and engagement differently
- ◆ Track ROI in the context of other marketing activities

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July 21st

Measuring Social Media's Value with Google Analytics
at General Assembly, Seattle. Visit our events page to learn more.

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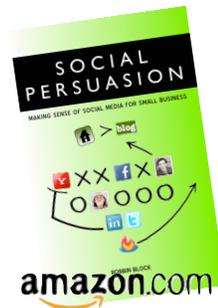
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