Intro to Social Media for Business

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1913-2013

San Gabriel Mission Playhouse
A World of Arts and Culture

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Special Guest Speaker: yelp

Tell Us Who You Are…

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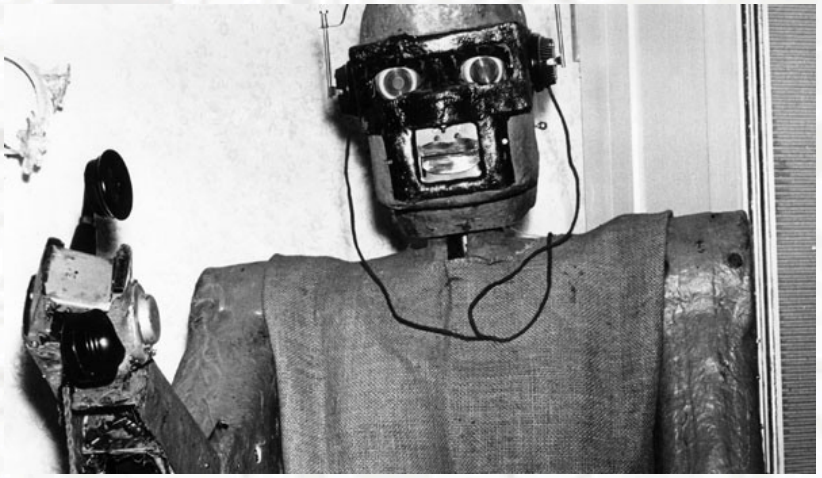
Outbound Marketing



- Traditional 1-way communication
- Newspaper ads, radio, flyers

- The evil SPAM e-mail & annoying telemarketer

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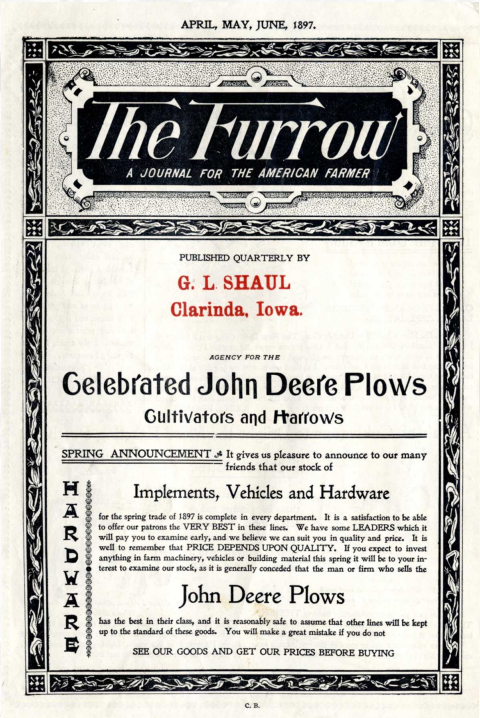
Inbound Marketing

In 1895, John Deere launched a Magazine called "**The Furrow**", aimed at showing farmers how to be profitable. Till today, it is still in circulation with 1.5 million readers in **40 countries** and **12 languages**.


APRIL, MAY, JUNE, 1897.

The Furrow

A JOURNAL FOR THE AMERICAN FARMER

PUBLISHED QUARTERLY BY

G. L SHAUL

Clarinda, Iowa.

AGENCY FOR THE

Celebrated John Deere Plows

Cultivators and Harrows

SPRING ANNOUNCEMENT. It gives us pleasure to announce to our many friends that our stock of

HARDWARE

Implements, Vehicles and Hardware

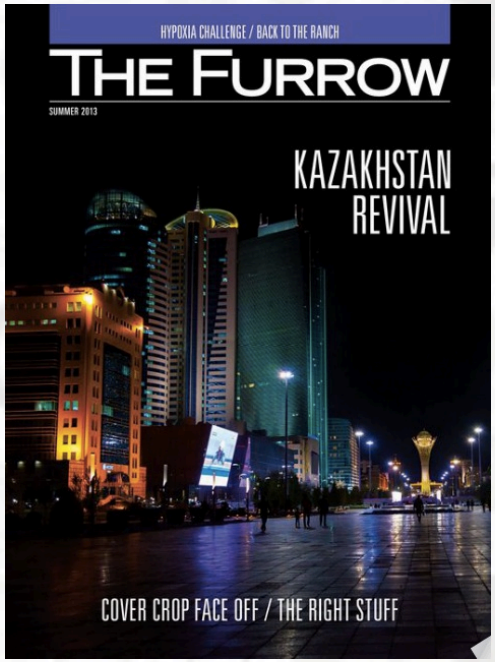
for the spring trade of 1897 is complete in every department. It is a satisfaction to be able to offer our patrons the VERY BEST in these lines. We have some LEADERS which it will pay you to examine early, and we believe we can suit you in quality and price. It is well to remember that PRICE DEPENDS UPON QUALITY. If you expect to invest anything in farm machinery, vehicles or building material this spring it will be to your interest to examine our stock, as it is generally conceded that the man or firm who sells the

John Deere Plows

has the best in their class, and it is reasonably safe to assume that other lines will be kept up to the standard of these goods. You will make a great mistake if you do not

SEE OUR GOODS AND GET OUR PRICES BEFORE BUYING

C. B.



Inbound:

- Brings value to the target audience
- Focuses on relevant content
- Improves based on the needs of the customer

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Starting Point. Home Base. Headquarters.

Website:

- Track your marketing efforts
- See which social media platforms are bringing in customers
- Set online goals and convert them to customers

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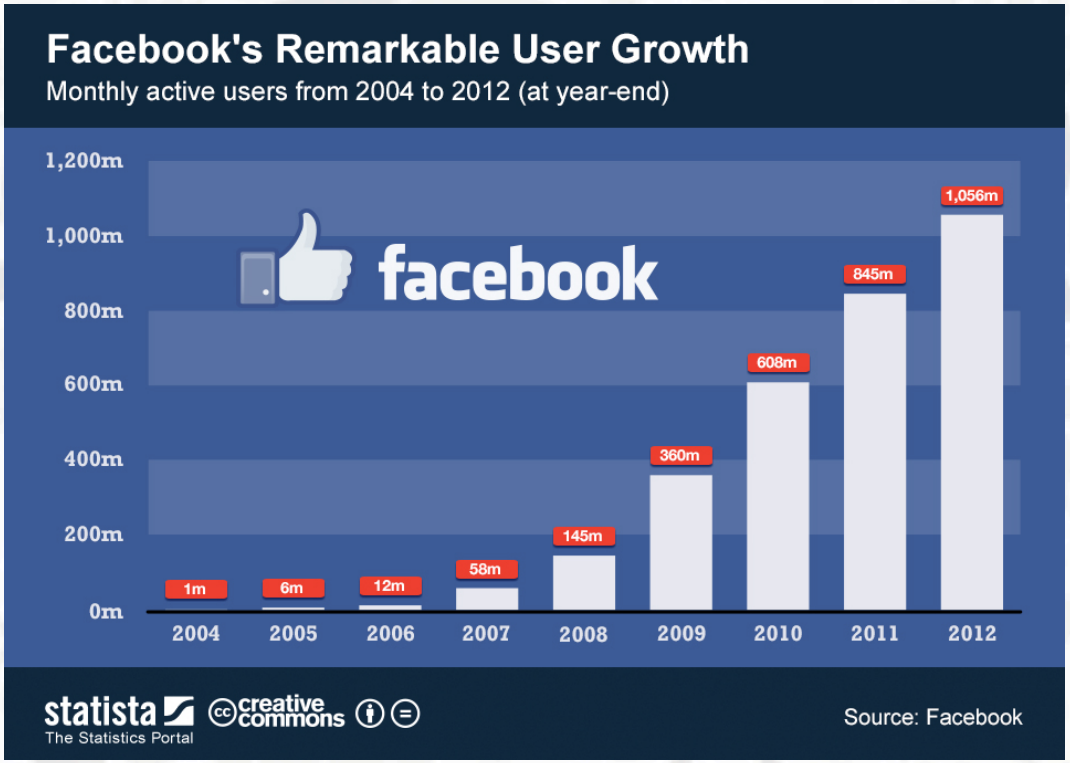
Facebook – aka Big Daddy



facebook

- **1 billion** users worldwide
- **67%** of all USA internet users are on Facebook
- **73%** of all USA internet users with income exceeding **$75K/year** are on Facebook
- **75%** of all Facebook users have some college education or higher
- **54%** are women

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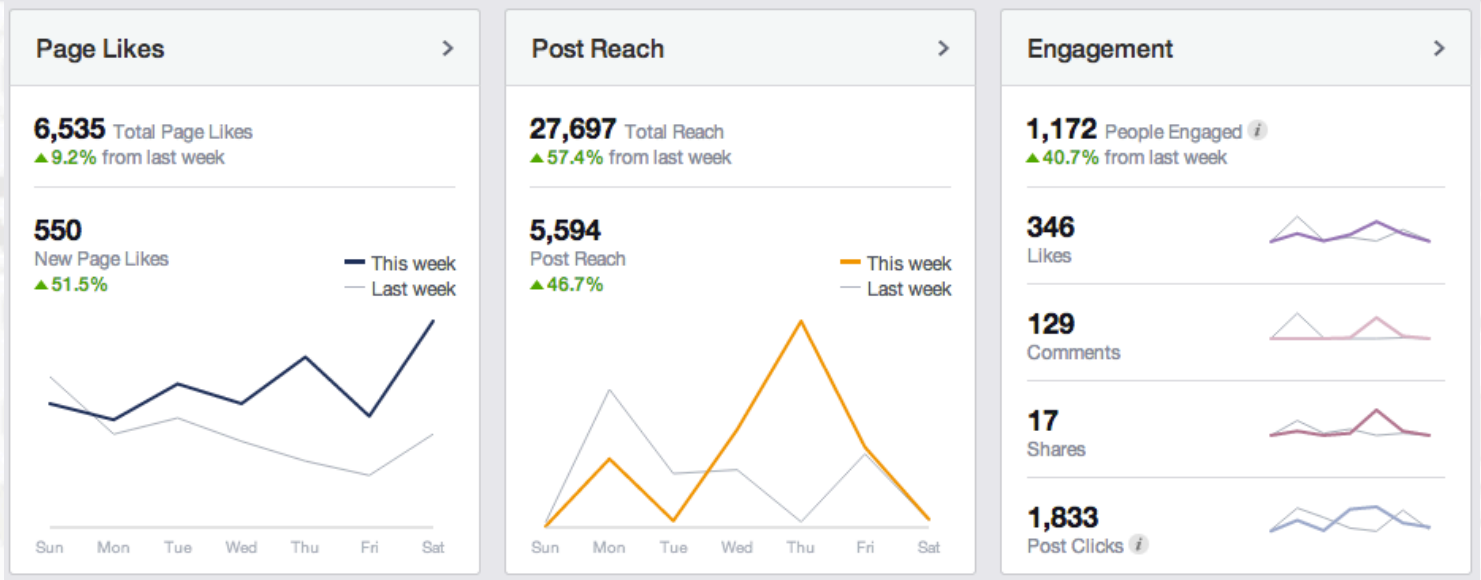
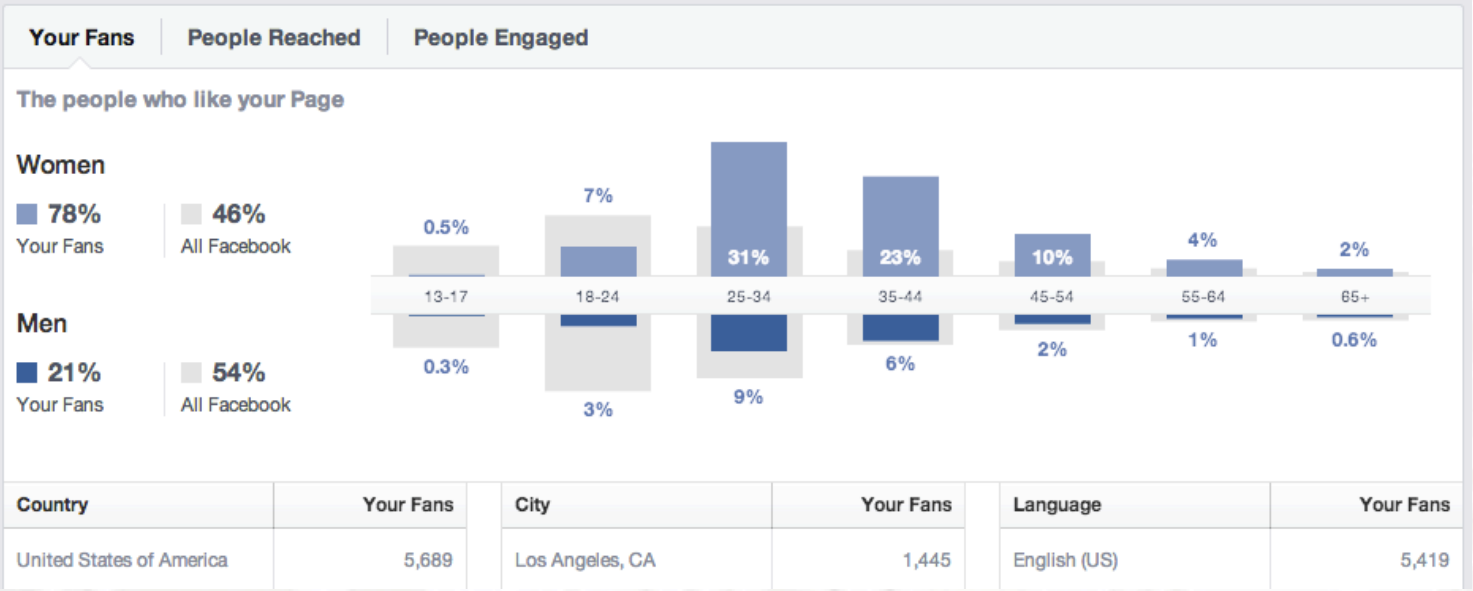
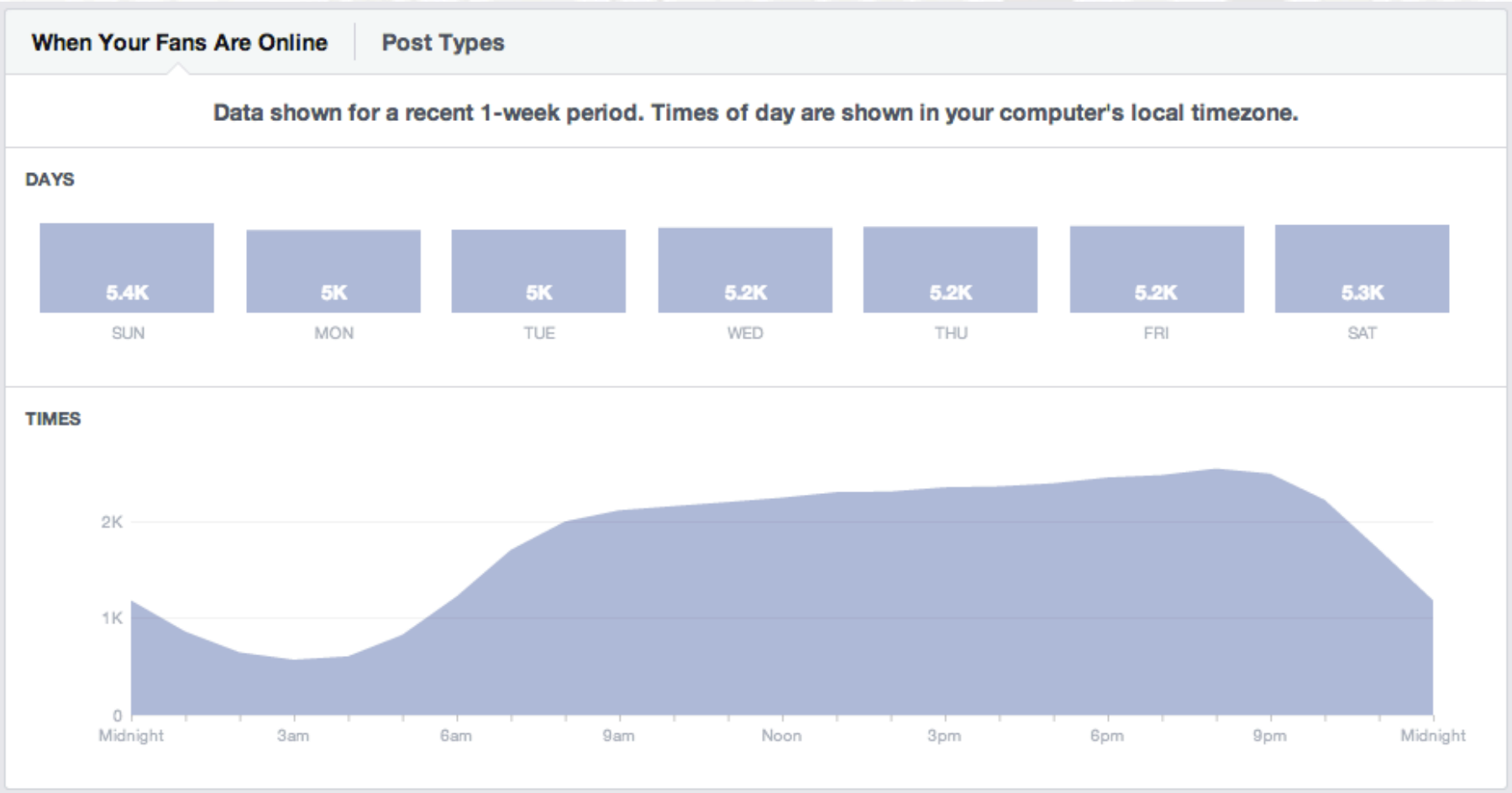
Reading Analytics on Facebook





Country	Your Fans	City	Your Fans	Language	Your Fans
United States of America	5,689	Los Angeles, CA	1,445	English (US)	5,419

Reading Analytics on Facebook



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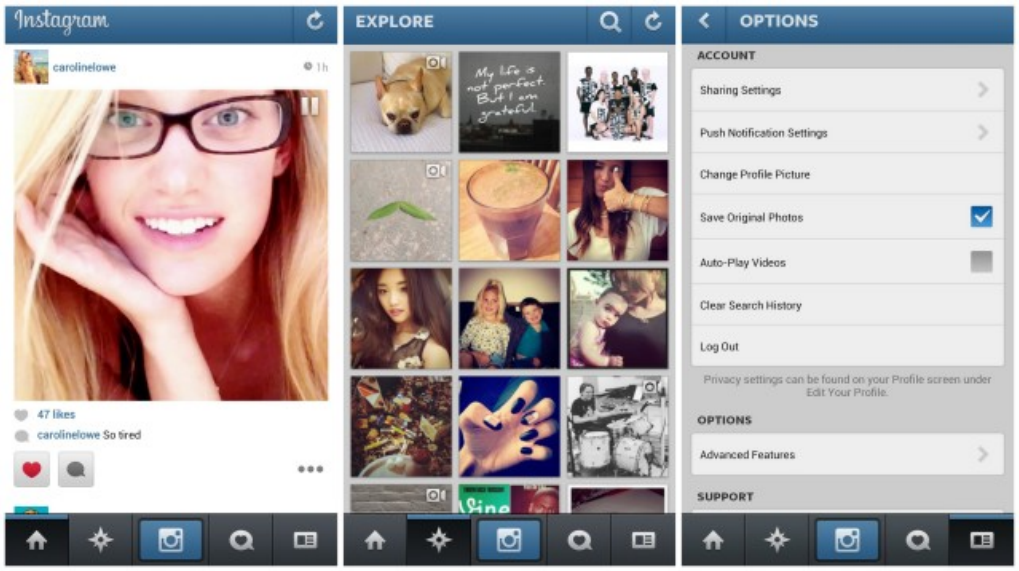
Instagram

This is a **mobile platform** and is particularly useful if your business conveys a lifestyle. Food, beauty, hobbies, faith etc.



- Purchased by Facebook in **2012** for **$1 billion**
- **150 million** monthly active users
- **16 billion** photos uploaded to date
- **1.2 billion** LIKES & **55 million** photos shared daily

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Tips Before Jumping into Social Media

- Have great customer service
- Fine-tune your product/service
- Set-aside time/budget for it

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Facts of Social Media

- Public
- Cannot be deleted
- Amplifies messages
- Only getting bigger

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yelp®
Connecting People *with* Great Local Businesses.

Today's Agenda:

1. **Yelp 101:** The Basics of Our Site

2. **Business Owners Account:** Unlock Your Free Tools

3. **Reviews:** Do's & Don'ts

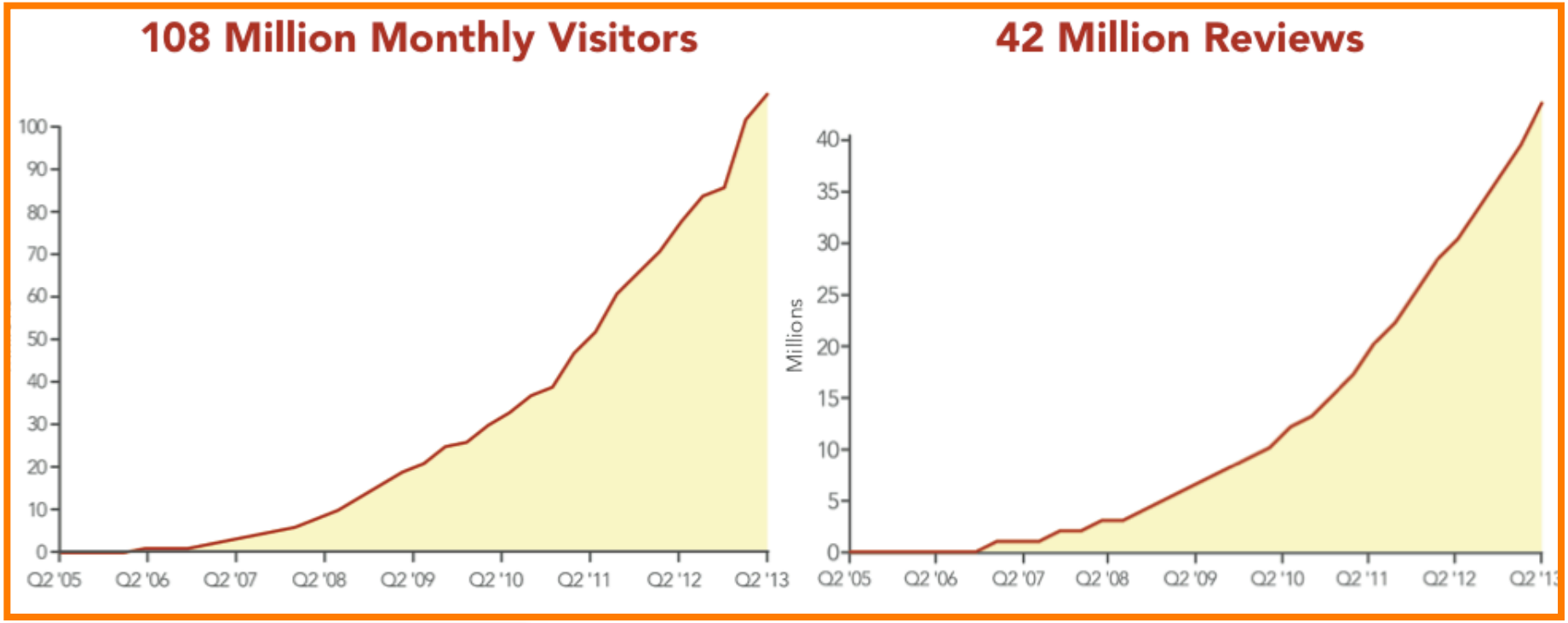
4. **Reputation Management:** Best Practices

5. **Business Owner Resources**

Why Yelp Exists:

To connect people with great local businesses.

Yelp: The Leading Local Guide for Real Word-of-Mouth

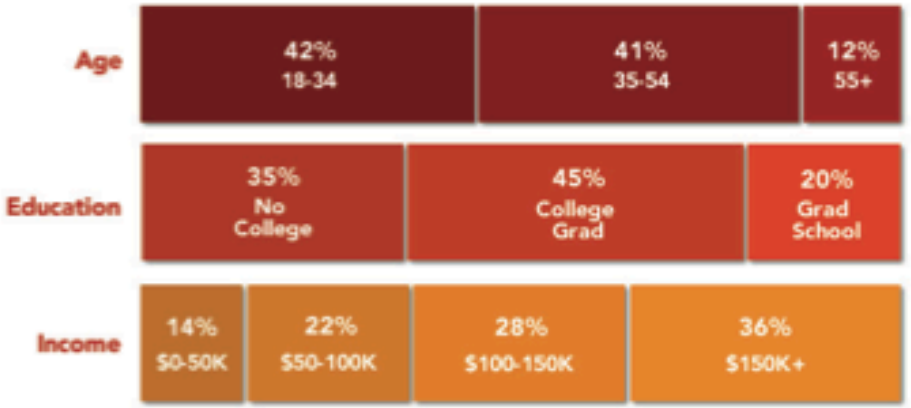


- Yelp mobile app is used on approx. **10.4 million** unique mobile devices (Q2 2013)
- Approximately **45% of all searches** on Yelp come from our mobile apps.
- **Every second**, a consumer generated directions to or called a business from a Yelp app.

Yelp Consumers are Affluent, Educated Adults

Reviewed Businesses in Every Category

US Demographics



Source: Quantcast, August 2012

Start Here: www.biz.yelp.com

yelp for Business Owners

Unlock FREE tools to grow your business

Create your free account now

What businesses are saying about Yelp

"A year ago I was a little skeptical about Yelp. Now...I have a new demographic of diner that had passed me by until Yelp."

Dan Weinberger — Weinberger's Delicatessen, Grapevine, TX

What is Yelp?

Yelp's goal is to connect people with great local businesses. Learn More

Business Log In

Already have a Business Account?
Log in to access your dashboard.

Email Address

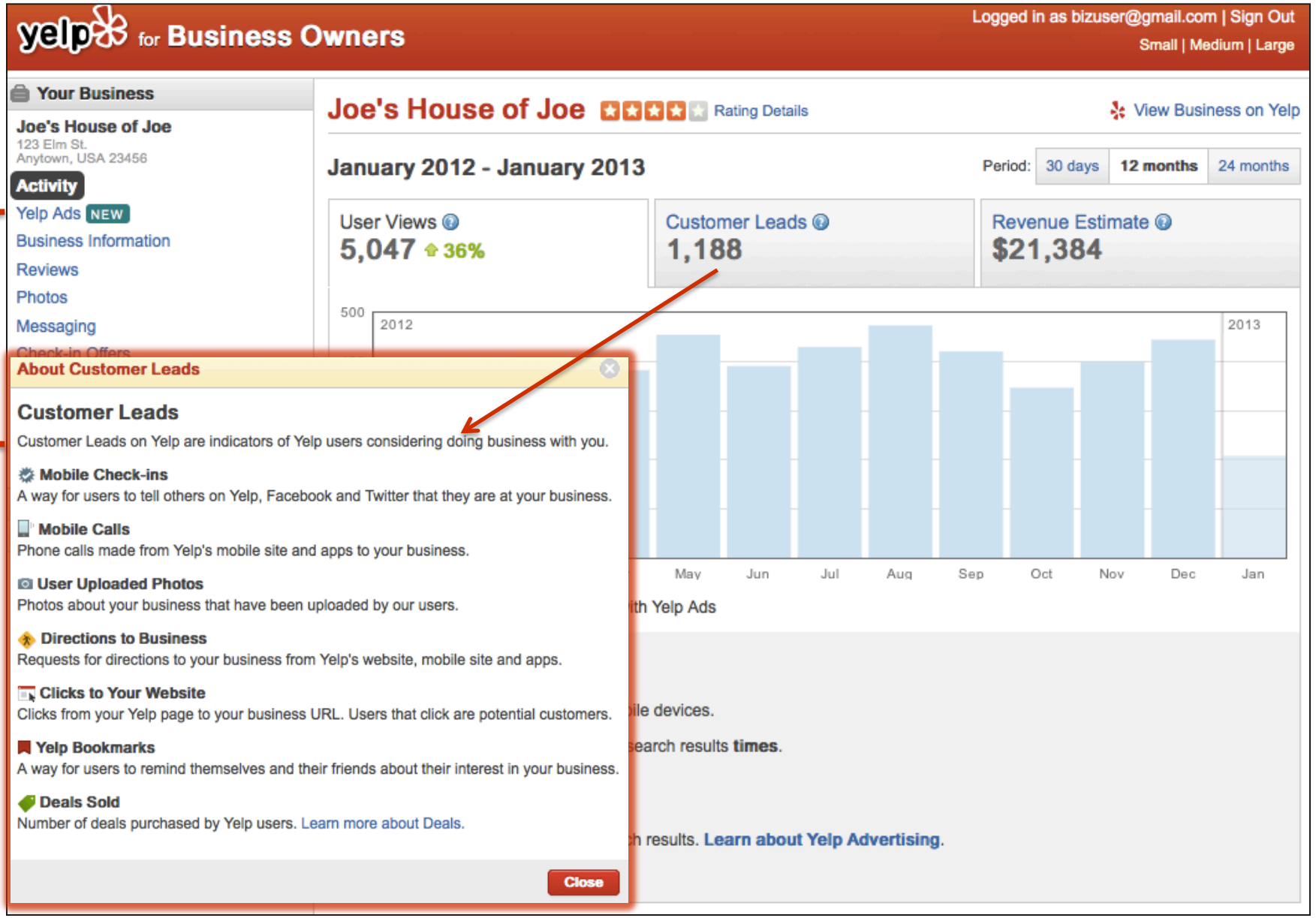
Password

Forgot your password?

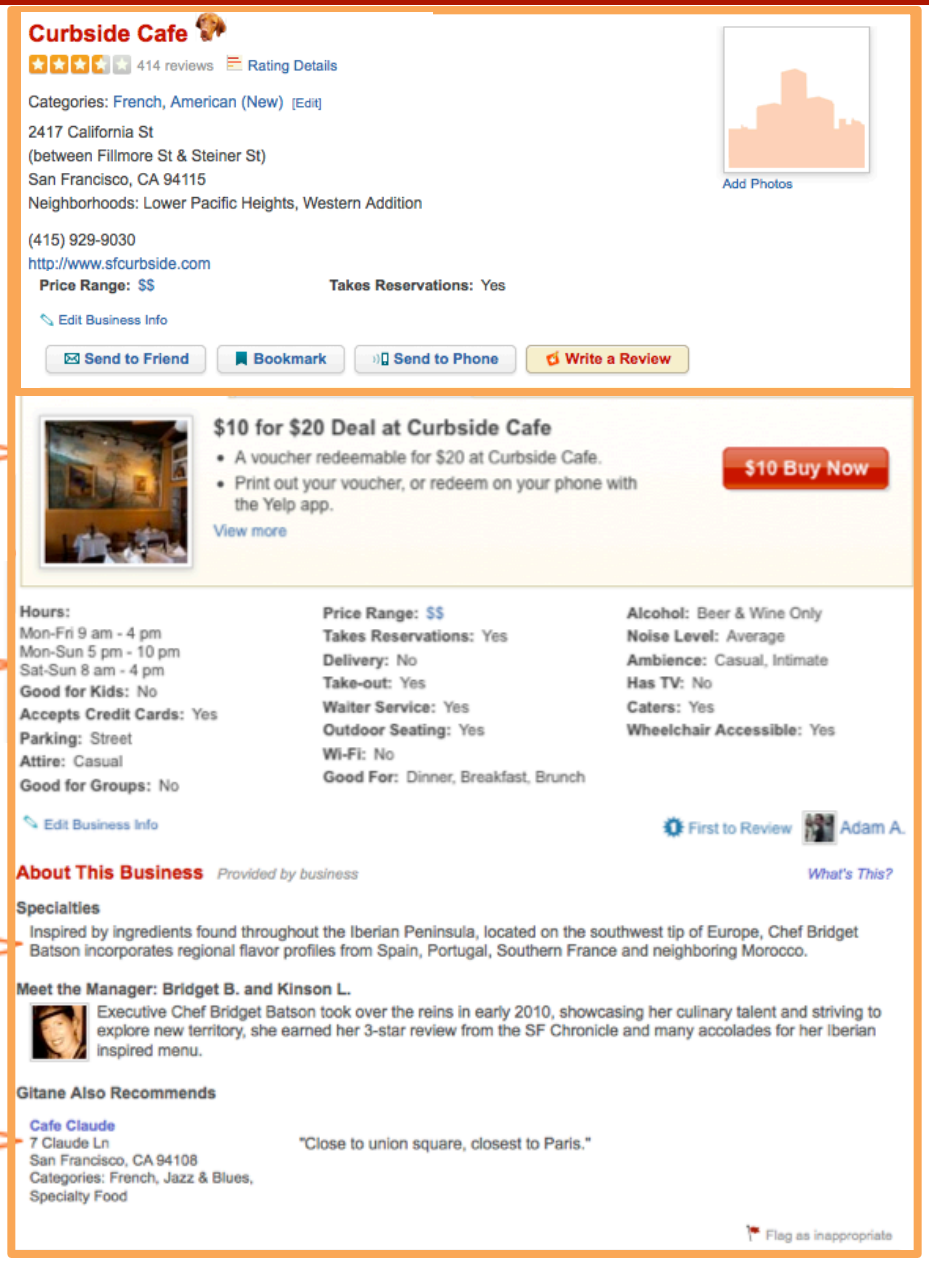
Log In

By logging in you agree to Yelp's Terms of Service and Privacy Policy.

Free Tools, User Views & Customer Leads



Optimize Your Listing – All of this is Free!



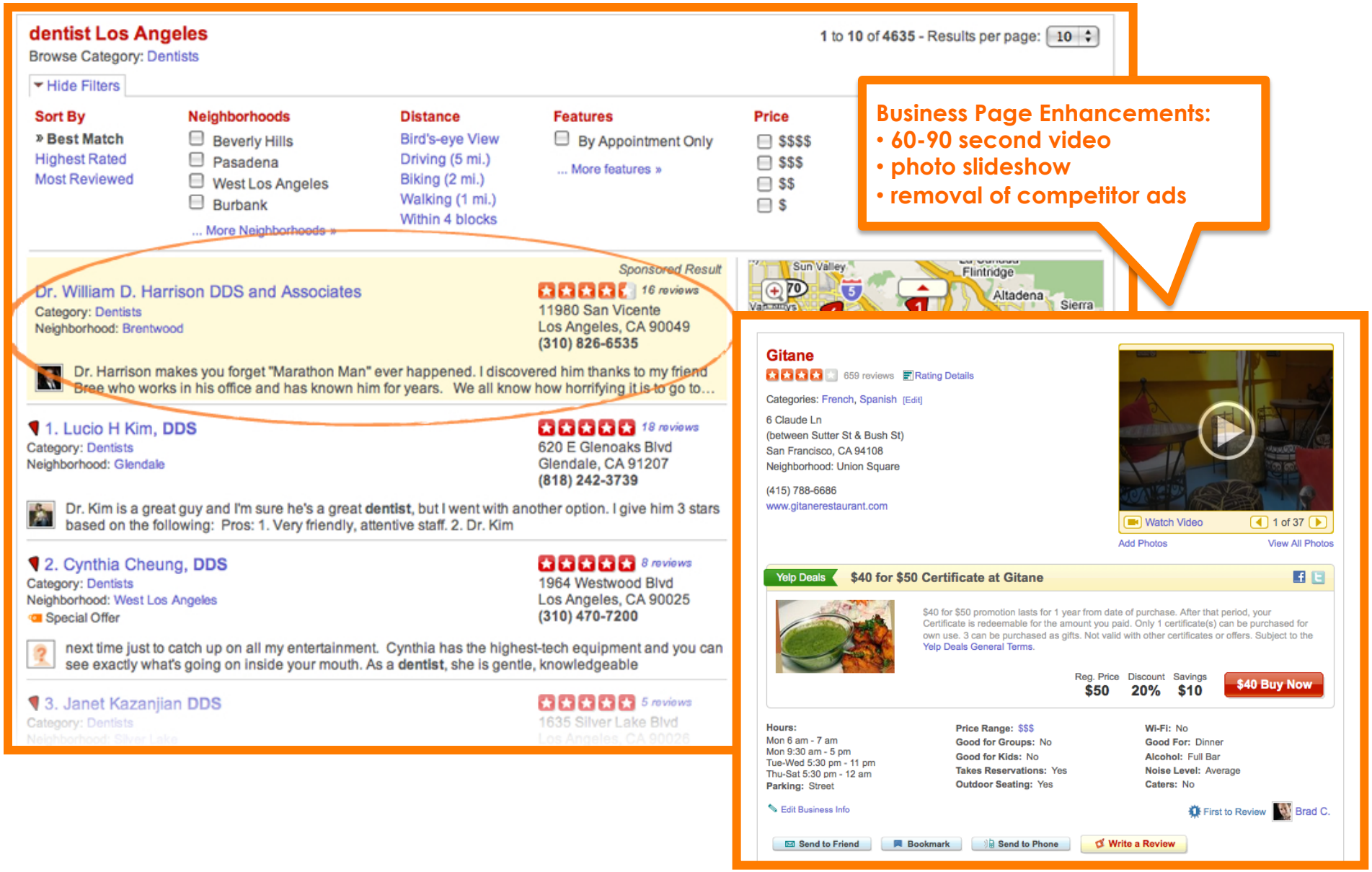
Create a Yelp Deal & Gift Certificate

Add Basic Business Information

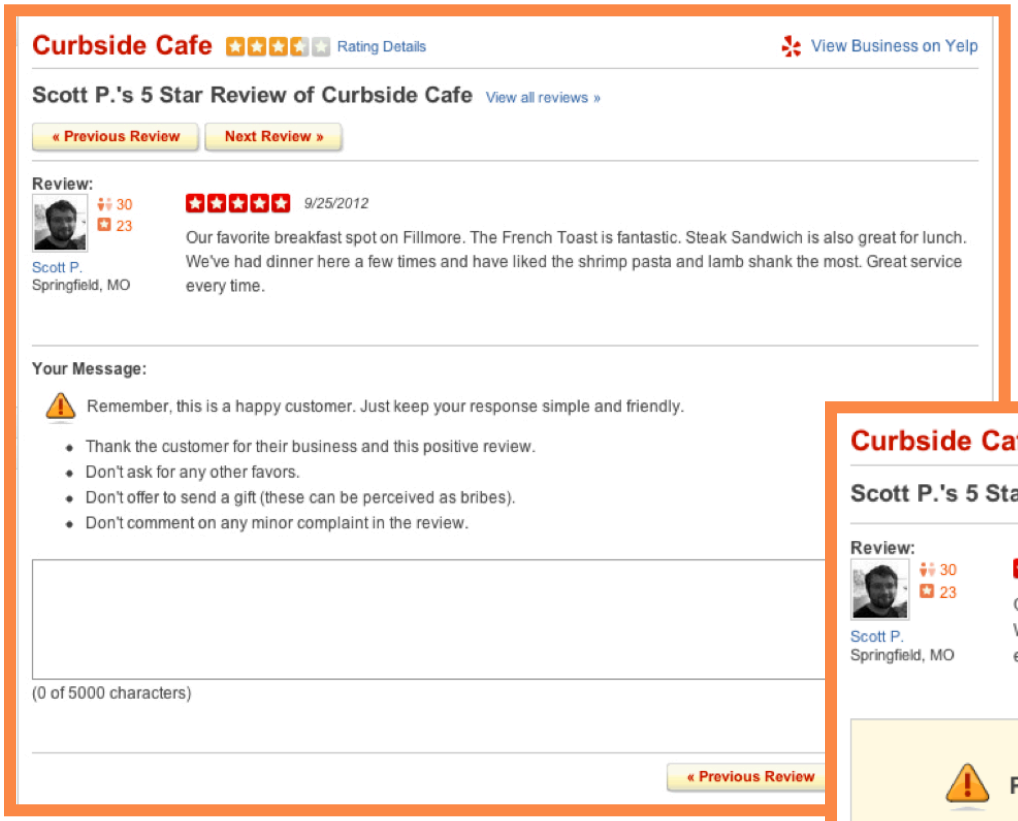
Describe Your Business

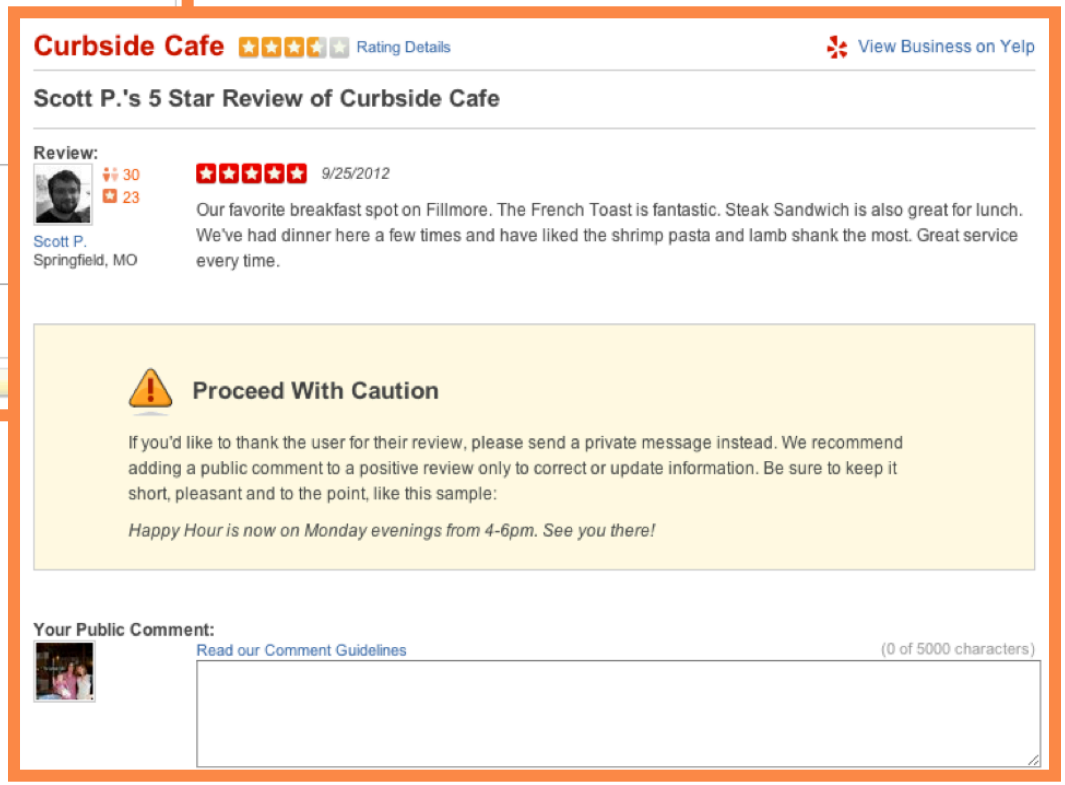
Recommend like-minded businesses

Paid Options –
Search Ads & Business Page Upgrades



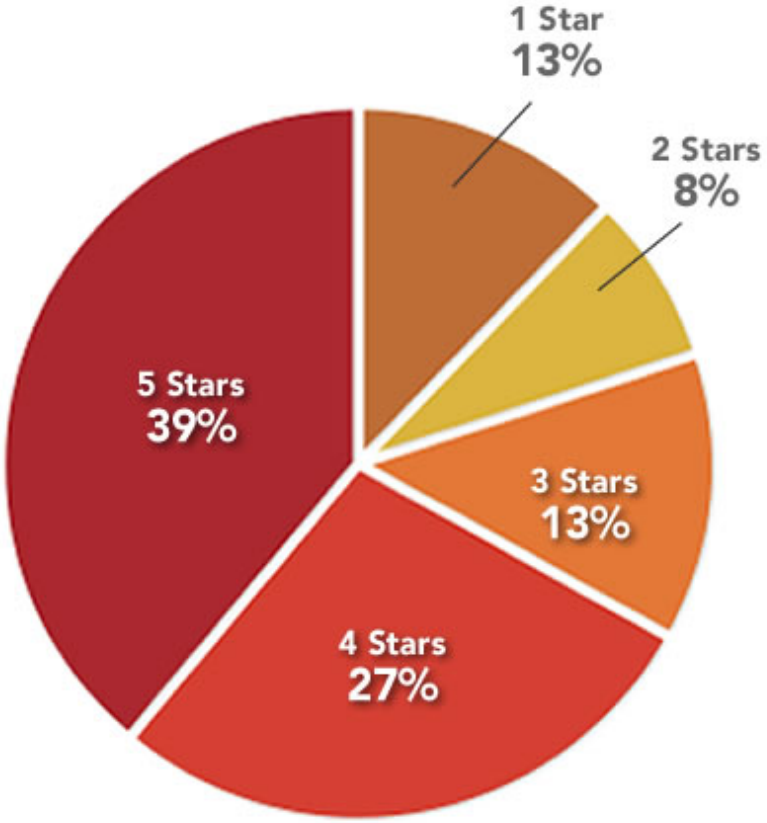
Connect with Customers





MYTH: Most Yelp Reviews are Negative
FACT: Nearly 80% of Yelp Reviews are 3-Stars or Higher

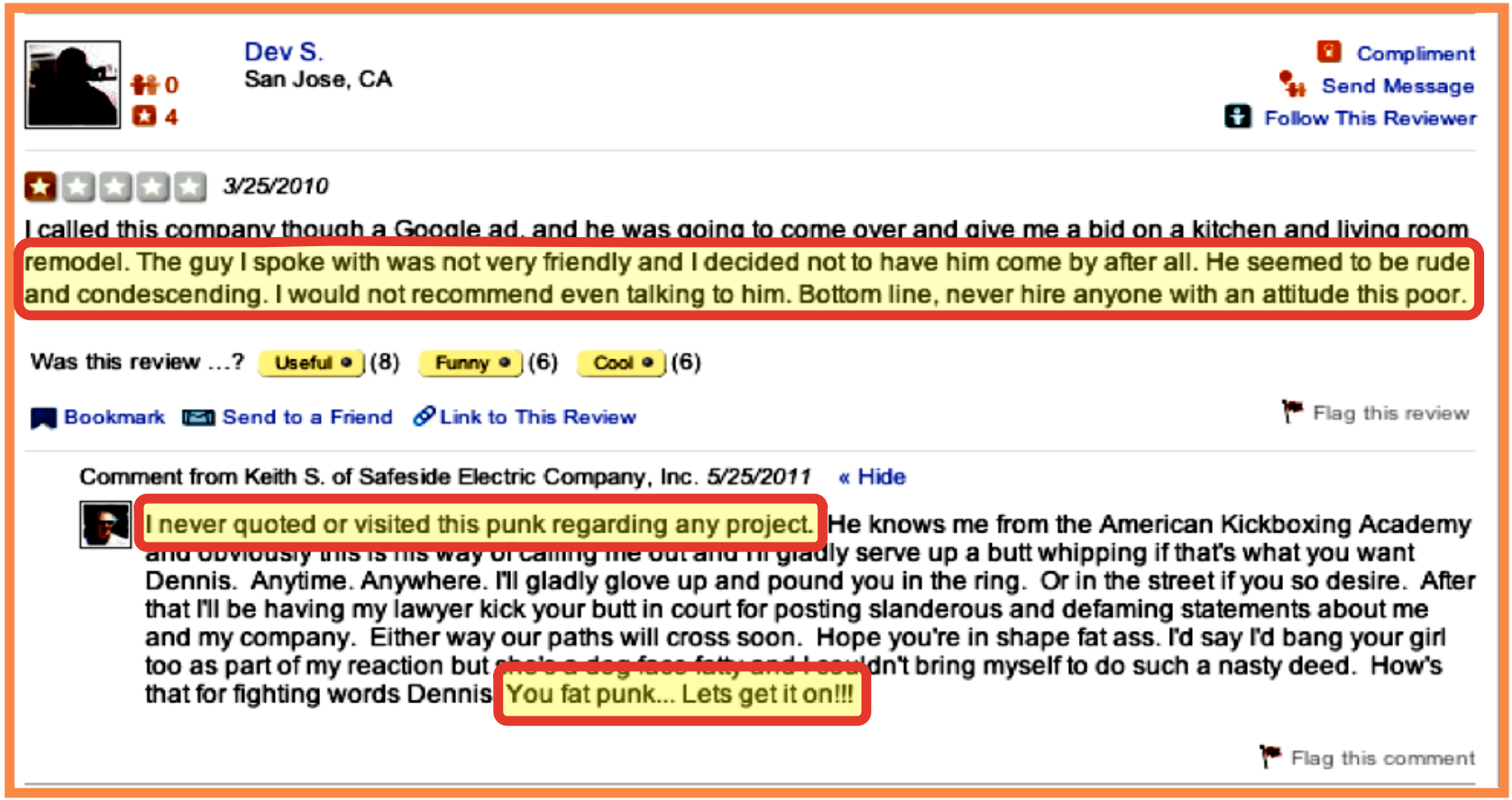
Distribution of All Reviews



Negative reviews play an important role too:

- A variety of experiences are consistent with real life
- You can't please 100% of your customers 100% of the time

Tip #1:
Post Public Comments You Can Be Proud Of…



Dev S.
San Jose, CA
0
4

Compliment
Send Message
Follow This Reviewer

3/25/2010

I called this company though a Google ad, and he was going to come over and give me a bid on a kitchen and living room remodel. The guy I spoke with was not very friendly and I decided not to have him come by after all. He seemed to be rude and condescending. I would not recommend even talking to him. Bottom line, never hire anyone with an attitude this poor.

Was this review …? Useful (8) Funny (6) Cool (6)

Bookmark Send to a Friend Link to This Review

Flag this review

Comment from Keith S. of Safeside Electric Company, Inc. 5/25/2011 « Hide

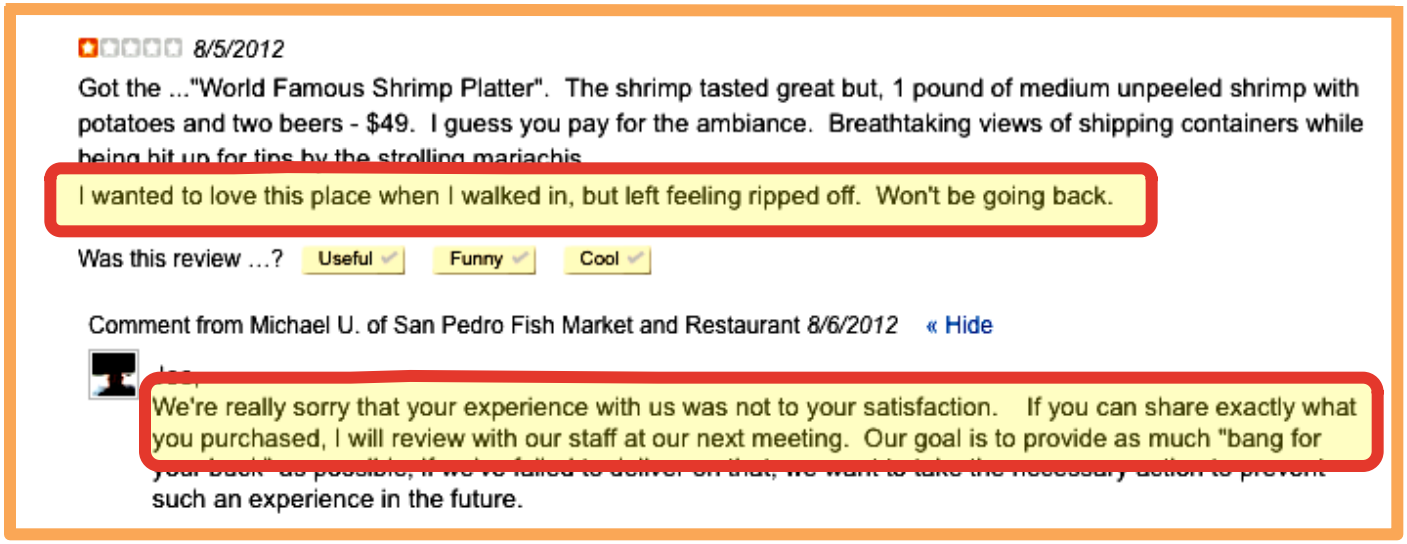
I never quoted or visited this punk regarding any project. He knows me from the American Kickboxing Academy and obviously this is his way of calling me out and I'll gladly serve up a butt whipping if that's what you want Dennis. Anytime. Anywhere. I'll gladly glove up and pound you in the ring. Or in the street if you so desire. After that I'll be having my lawyer kick your butt in court for posting slanderous and defaming statements about me and my company. Either way our paths will cross soon. Hope you're in shape fat ass. I'd say I'd bang your girl too as part of my reaction but she's a dog face fatty and I couldn't bring myself to do such a nasty deed. How's that for fighting words Dennis. You fat punk... Lets get it on!!!

Flag this comment

Tip #2: Say 'Thank You', State Your Policy and Respond Promptly

Initial Review: 1 Star

Public Comment from Business Owner



8/5/2012

Got the ..."World Famous Shrimp Platter". The shrimp tasted great but, 1 pound of medium unpeeled shrimp with potatoes and two beers - $49. I guess you pay for the ambiance. Breathtaking views of shipping containers while being hit up for tips by the strolling mariachis.

I wanted to love this place when I walked in, but left feeling ripped off. Won't be going back.

Was this review ...? Useful Funny Cool

Comment from Michael U. of San Pedro Fish Market and Restaurant *8/6/2012* « Hide

Jen,

We're really sorry that your experience with us was not to your satisfaction. If you can share exactly what you purchased, I will review with our staff at our next meeting. Our goal is to provide as much "bang for your buck" as possible. If we've failed to deliver on that, we want to take the necessary action to prevent such an experience in the future.

Quality Control: Why Some Reviews Come Down

1. User removes review

Sheila G. says: *2 months ago*

"I recently removed a bad review for a business owner who wants to rectify our situation.

I appreciate this person's efforts to make things right, so it's the least I could do."

2. Flagged review that violates guidelines

Demitri I.

7/15/08

These store front slogans are self praise and gimmicks. "San Francisco's Most Romantic Restaurant"... ? Please site your sources.

3. Automated filter that suppresses some reviews

Kara N.

11/11/08

They do amazing peels! from microdermabrasion,lactic acid,glycolic acid,Jessner,ect.Great educated Estheticians!

Gary B.

11/11/08

Totally despicable.

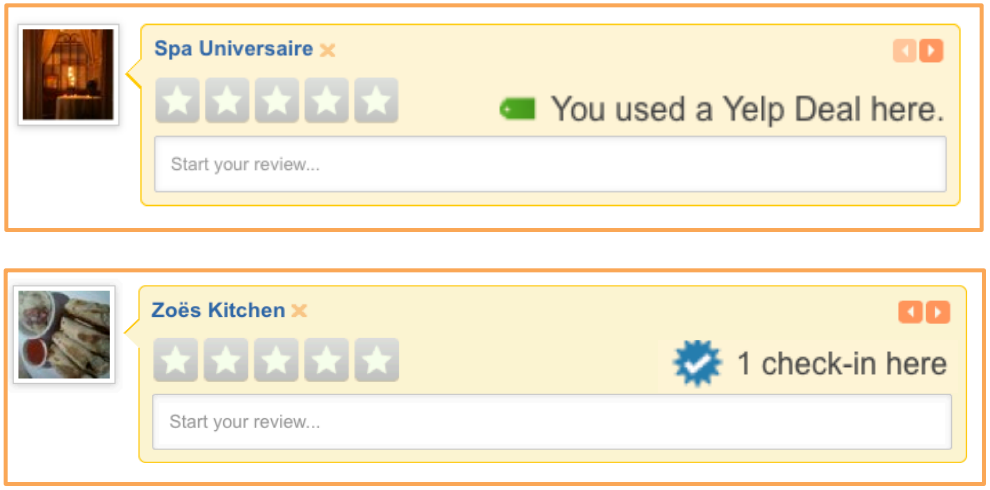
All businesses are equal in this regard.

(Advertisers & non-advertisers treated equally; filtered reviews viewable.)

DO: Let people know you're on Yelp
DON'T: Ask for Reviews

Provide Great Service!

Create a Check-In Offer & Yelp Deal



Update Your Email Signature

Morgan Remmers
Manager of Local Business Outreach

In-Office & Newsletter Marketing

Find us on Yelp

Want a logo like this? Visit flickr.com and go to Yelp.com's profile page. You'll find a variety of logos under the collection titled Yelp for Business Owners.

Business Owner Resources

www.yelp.com/contact

- Submit any questions you have regarding your Yelp business listing here
- Flag questionable reviews using our contact form to get a response from our User Support team. Simply select 'questionable content' from the drop-down menu to get started.

www.biz.yelp.com

- You can claim your business listing here by clicking on the red 'create your free account now' button
- Log-in to your Yelp Business Account to track customer leads & access the suite of free tools to optimize your business page

www.biz.yelp.com/blog

- Access Yelp's blog for business owners
- View our upcoming webinar schedule
- Watch video tutorials

yelp®
Connecting People *with* Great Local Businesses.

B2B

You Do Business with Other Businesses

Some Common Social Media Goals for B2B:

- Lead generation
- Establishing expertise
- Public relations
- Build vendor relationships
- Customer service

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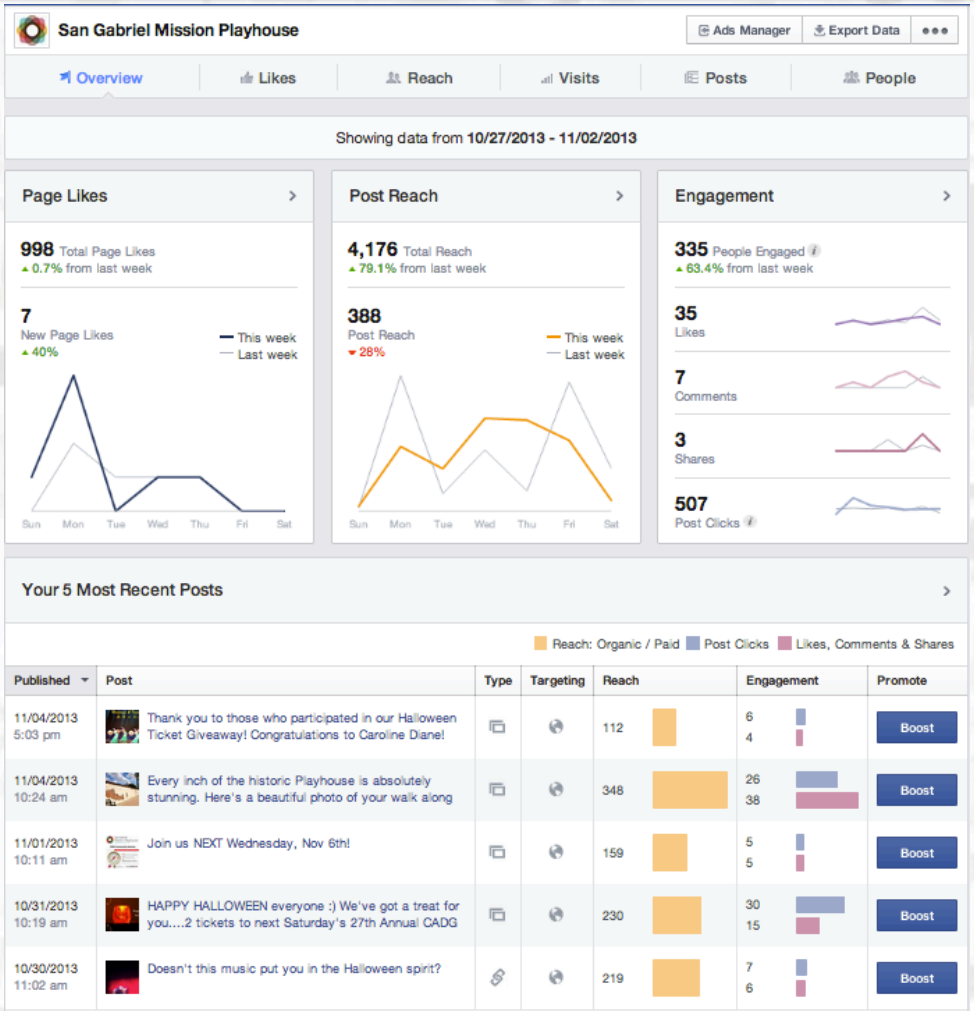
San Gabriel Mission Playhouse – Case Study



Goals:

- Raising awareness of the venue in the community
- Bring value to producers by promoting their shows
- Increasing engagement with fans

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Linked-In

The Biggest Professional Social Media Network

Interesting Facts From Linked-In:

- Average income of their user base make an annual income of $83k/year

Their members include:

- 3 million MBA graduates
- 1.7 million engineers
- 1.4 million Ivy Leaguers
- 7 million C-level execs including presidents & VPs

Based on Surveys Most Members Use Linked-In to:

- Connect with past work/business associates
- Research on people and companies
- Job search/employee search

Yelp? For B2B?

Yes, Yelp for B2B

Find us on Yelp

- Business owners, buyers and decision makers are people too!
- They use Yelp regularly

- Yelp provides peer reviews of your business online
- If there is an existing profile, it will probably be found
- Yelp has amazing SEO power

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Step-by-Step Execution:

1. Have a website with trackable analytics (Google Analytics)
2. Set your social media goals
3. Choose the platform that line up best with your goals
4. Start your company/organization pages
5. Create valuable content that your customers want to know about
6. Lead the conversation - don't like what you hear, join the discussion
7. Analyze your data – website & social media
8. Improve your plan based on data
9. Repeat consistently

DIY vs. Outsource

A Few Things to Ponder:

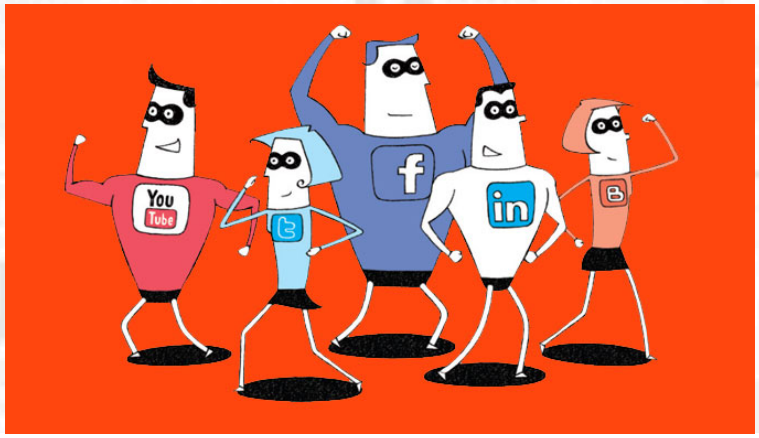
- How much time do you have?
- What happens when you run out of ideas?
- How big is your budget?
- How tech-savvy are you?

- Social media marketing should last as long as you are in business - hopefully for many, many years
- Either way, you should be active personally on the platforms you want to target - this will give you a good snapshot of how your customers are consuming information

What to Look for in a Good Social Media Consultant

When Analyzing Accounts…Look For:

- **History of Posts** – how long has this account been established
- **Frequency of Posts** – make sure there are no long gaps between posts, 2 weeks is too long
- **Interactions** – check for **LIKES**, **comments**, **shares** & **messages**
- **Proportional Fans / Followers to Interactions** – if the account has thousands of fans and no interactions, that is a sign that they are buying followers that are not relevant



- Ask to see current client social media accounts
- Search for your consultant on social media

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