

# Business Lunch & Learn



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Build. Market. Perform.

## Social Media Marketing

- Introductions
  - About Keos Marketing LLC: DBA Keos Marketing Group and Non Profit Resource
  - About You
  
- The Now (Statistics)
  
- The How (Execution)
  
- What's Next?

# The Now (Statistics)



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## Top Five Websites Visited After Search Engines

Websites (5 of 427044)	Clicks ▼
Facebook	7.11%
YouTube	4.61%
Gmail	2.72%
Google	1.68%
Wikipedia	1.40%

Source: Experian Hitwise US

# The Now (Statistics)



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## Top Google Search Terms

Search Terms	Searches ▼ 02/16/2013	Success Rate 02/16/2013
facebook	2.98%	87.29%
youtube	0.92%	88.54%
yahoo	0.64%	89.40%
yahoo mail	0.52%	88.96%
facebook login	0.44%	90.34%

Source: Experian Hitwise US

# The Now (Statistics)



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## Top Ten Social Media Websites

Websites	Total Visits	Visits Share ▼	Rank 02/09	Rank 02/02	Rank 01/26
Facebook	1,948,311,414	60.66%	1	1	1
YouTube	732,012,688	22.79%	2	2	2
Twitter	58,858,869	1.83%	3	3	3
Pinterest	36,756,784	1.14%	4	4	4
Yahoo! Answers	31,057,900	0.97%	5	5	5
Linkedin	26,115,913	0.81%	6	6	6
Google+	25,282,669	0.79%	7	7	7
Tagged	17,900,658	0.56%	8	8	8
Yelp	10,069,126	0.31%	10	10	11
Tumblr	9,966,826	0.31%	9	9	10

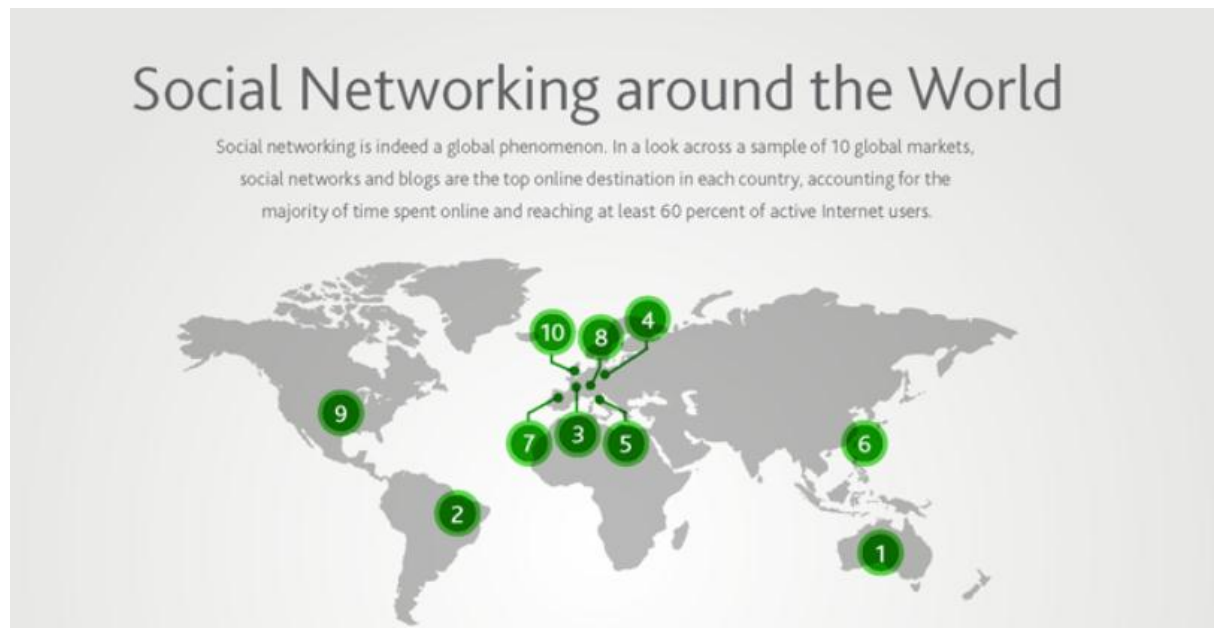
Source: Experian Hitwise US

# The Now (Statistics)



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## Social Media and the World



Source: Nielsen Social Media Report, Q3 2011

*The average US internet user spends 32 hours online every month.*

# The Now (Statistics)



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## Social Media

- 62% of adults world-wide use social media
- On average, users log 24 minutes per day using social mobile apps
- 60% of consumers will post about a product/service on FB and 12% have purchased a product/service they found on Twitter
- 43% of marketers have noticed an improvement in sales due to social media

Source: Media Bistro and Social Media Today

# The Now (Statistics)



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## Referrals (Word of Mouth and Networking)

- 65% of new business comes from referrals
- Consumers are 4x more likely to buy when referred by a friend
- 9 out of 10 people mention brand names at least 60 times in a day to day conversation (online or in person)
- 59% of people say that a driving force in their purchasing decision is based on word of mouth

Source: New York Times, Nielsen, WOMMA

# The How (Execution)



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## Keywords...How Does it Work

- Definition of SEO and SERP
- Role of Keywords

SEO and SERP: Short for search engine optimization, SEO is the process of increasing the amount of visitors to a website by obtaining a high-ranking placement in the search results page of a search engine (SERP). The higher a website ranks in the results of a search, the greater the chance that that site will be visited by a user.

Keyword: A word used by a search engine in its search for relevant Web pages.

Source: <http://www.webopedia.com>



# The How (Execution)



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## Facebook and Google+

- Post daily
- Diversify voice and show personality
- Use images and video often
- Use keywords for search engines



Image Source: Getty Images

# The How (Execution)



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## Twitter

- Tweet multiple times a day
- Always link to more content
- Engage with your users: comment and retweet
- Use hashtags (#) for user conversations



Image Source: Getty Images

# The How (Execution)



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## LinkedIn

- Post weekly with highly relevant content
- Focus content on professional development and networking
- Create a story about your company, around the brand
- Highlight team and individual accomplishments
- Highlight achievements, rankings and awards
- Post company events



Image Source: InstantShift.com

# The How (Execution)



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## Digital and Interactive Media

### Flickr, Pinterest, YouTube, Vimeo

- Always title media and identify people
- Repost to Facebook and Twitter
- Create boards by discipline/offering
- Pin images that relate to the “like-minded”
- Video achievements and awards

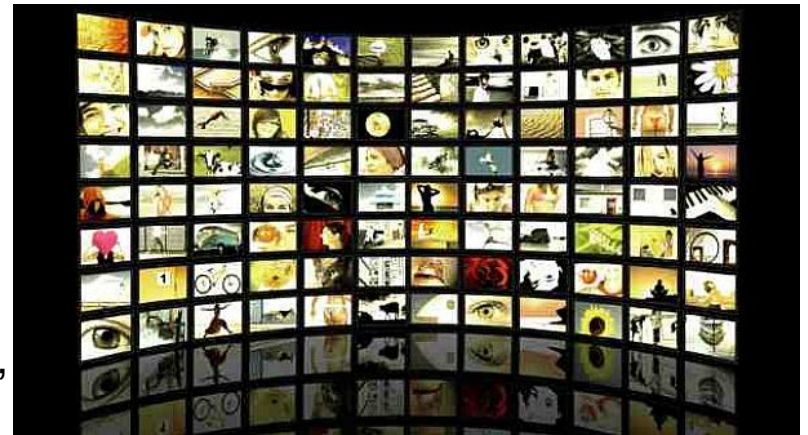


Image Source: Technology-Digital.com



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## 15 Best Practices

- Use visuals (video or images) every time.
- Seek to engage the user according to their interests.
- Being viral is the goal.
- Remember to permanently delete inactive accounts.
- Post often and be consistent with frequency.
- Create a profile that has engaging content with high resolution images.
- Be relevant to the user.
- Timing is important (mid-morning, afternoon, weekends).
- Record your tactics and take note of things that work well for your audiences.



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## 15 Best Practices

- Updates are “real time” so remember to spell and grammar check.
- Quality and quantity are mutually exclusive.
- Guide your users on how to engage.
- Document your efforts, track user engagement and calculate conversions.
- Do not reinvent the wheel for each social media account. Cross post and share when relevant. **However**, too much repetition across social networks will lose your audience due to redundancy and lack of creativity.
- Use a custom welcome page and send personal welcome messages to new followers/users.





## Ask 5 Questions Before You Post

1. **Is this interesting?**
2. **Is this something the user has requested?**
3. **Am I soliciting engagement and interaction?**
4. **Does this information reflect our company brand and message?**
5. **Do my images tell our story?**



# Social Media Marketing



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*“Social Media Marketing infuses both our personal and business worlds so that we can create authentic messages that appeal to our customers and provide content that meets a real need.”*

*-- Keo Frazier, Principal and Fearless Leader, Keos Marketing Group*

## **Contact Us**

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