

Chapter 6 - Creating a Winning Social Media Campaign

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SM marketing = more than making friends and
expanding network

at some pt. you need to get your message out!

The key to SM marketing = treat social network as
like any other community

- 1) Provide compelling tools content + entertainment
that entice others to spread the word
- 2) Use your existing network to help kickstart your effort
- 3) Correct false rumors or statements about your company,
without getting defensive

I. The Importance of Creating a Winning SM Campaign

Think about what kind of web marketer you want to be -
and what results you want:

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- 1) Scenario 1 = ex. of interruption-based marketing.
alienates those not in buying mode, and especially
alienates those who feel part of community that is commercial
- 2) Scenario 2 = ex. of classic SMM technique ^{social media marketing}

Free acapella performance attracted audience,
some of whom may buy + others who told their friends

SMM has been around a lot longer than the Internet

II. Marketing by Providing Tools

SM = perfect place to help your company by helping others

Ex. bicycle shop doesn't have much business in winter
owner puts rain fender + starts riding with club
explains what it is + offers free installation for wh.
visitors buy new rain gear also

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This - perfect example of marketing by providing tools
Merchant went into community + used his product
successful tools-based campaign should

- 1) Offer a tool that's simple to use + understand value
- 2) Have very few barriers to entry
- 3) Be contagious - must be sneezy, disseminated quickly
- 4) Be honest + straight forward

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Ex. a simple calculator for showing what each dick-worth
After completing, told friends + colleagues, + a few
emailed 5-10 well-known bloggers -> brought traffic

III.

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Social Media Marketing with Content

Create informative or entertaining content in front of
audience, + let them spread the word

Ex. Bike shop owner created booklet - How to Stay Fit in Winter
using stationary bikes. Leaves booklets by
cash register at monthly bike club meetings
does free lunch hr. meetings

A.

The hallmarks of a successful content campaign

1. Don't sell! Content ≠ overt advertisement for p/s
Informs + teach, entertain + demonstrate
2. Be relevant - focus on audience's immediate needs
3. Be available - content must be easy to find + access
4. Don't try tricks

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Ex. Stop Plagiarism in 3 Easy Steps

Trap your Post - use invisible .gif with absolute link address
Result - over 54,000 hits on 1 day!
Led to 30% more subscribers

- B. Providing entertainment with a content campaign
 727 Including entertainment in content has value.
 Whether using written text, video or photos,
 chances of producing shareable content
 = far higher when you can teach + entertain together.
 Sometimes entertainment value = built-in; other times
 adding entertainment adds fun + humor →
 increases the chances someone will carry content

IV. Leveraging Networks to Create a Winning SM Campaign

- 728 Earlier chapters taught how to build network. Now
 use it! after you post your article or tool,
 send quick note to Twitter followers
 Facebook friends
 + other audiences in your SM world
 Write a note that will catch attention
 be conscious of audience +
 write appropriately

V. Addressing Harm to Your Reputation

- Sometimes folks will misinterpret what you write
 disagree with you or } that's the nature of
 resort to name-calling } community!
 729 If readers misinterpret - don't snap at them!
 Reply via whatever network they're using and
 explain what you meant
 thank them for pointing out what + clear
 + explain how you fixed it
 Ex. blog post about overuse of Flash

(729) If readers disagree, grin & bear it!
 Disagreements = nature of any community
 Tastes and opinions vary
 Don't take it personally!
 If someone starts calling you names & take the bait!
 Ignore taunts
 Respond with humor

Let community handle it for you
 Respond only when you can do so in a positive manner

VI. Applying These Lessons Everywhere

Compelling SMM campaigns succeed because
 you show genuine interest in helping community
 Help may mean providing a tool, or a laugh
 & mean a sales pitch!

It requires patience & a little faith in your community
 Trust that they have the judgment to know
 what's legitimate & good and
 what's not

It requires persistence. If lucky, 1 of 10 SMM campaigns ^{succeed}
 all these lessons hold true in all Internet marketing

Deliver value	} success is
Trust your community	
Be persistent	

nearly
inevitable!