

Social Media for Business:

- *Increase awareness
- *Build traffic/following- push to website
- *Monitor comments, manage reputation
- *Understand perceptions, build trust

Altogether, interaction through conversation. Spreading the message via conversation.

First, understand your audience. Why do they want to follow and converse with you?

Then, give audience a voice. Invite them to say what they want and/or expect. Encouraging feedback builds a climate of “togetherness” that yields better business.

Techniques:

1. VISUAL self-promotion. What about you is visual? What can sell itself without words? Employ the visual element as much as possible.

Selfies: Show yourself, literally. What do you do and offer?

Native Advertising: Product placement within SM content.

Mascots, Spokesfigures, Representatives

2. Calls to action. Do something if they do something. Ask them to comment/give input, then “giveback.” Step out of comfort zones, take risks to create interaction.

Charity contributions.

Voting for a favorite something.

Incentives: discounts/coupons/exclusive access.

3. Celebrity endorsements: Create videos of activities and campaigns involving the products at hand.

4. Audience analysis: Purchasing Agents vs. General Public, tailoring content and voice to suit a specific need.

What do they all have in common?

Across-the-board appeals/attractions.

Communication with each other?

5. Honest evaluation: social media necessity.

Where will social media most benefit customer relations?

Where is social media unnecessary or likely to change little?