



Is Social Media Right For You?



How Does Social Media Work and How Can It Benefit My Business?

5 Ways Social Media Benefits Dog Pros:

1. Build credibility
2. Provide an additional marketing tool
3. Help keep you in touch with your audience
4. Provide networking opportunities
5. Grow your on-line network

Social Media Is NOT A Magic Pill

Social Media:

- Takes time, resources, and effort
- Requires a long term commitment
- Basic tech skills or willingness to learn
- Should be a part of a larger marketing strategy

Social Media: Should I?

1. Time
2. Interest
3. Who's Your Audience?

Developing A Social Media Strategy

1. First, set your goals
2. Develop concrete ways to measure success
3. Think strategy
 - How often will you engage?
 - What will you say or not say
 - How will you gain followers, fans or friends?
 - How many followers do you need?

Developing A Social Media Strategy

Which outlet should you use?

**Top 20 Social Networking Sites by % of Visits
Computers and Internet: Social Networking and Forums
Week Ending 12/26/2009**

Facebook	44.9
YouTube	15.8
Twitter	1.1
LinkedIn	.2

2009 Reprinted from *Digital Marketing Factbook*

Developing A Social Media Strategy

Facebook

Businesses use Facebook to facilitate connections between people and their business. Growth of Facebook out paces all other social media outlets.

Time Investment

After set-up, about 2 hrs. per week, preferably spread out

Developing A Social Media Strategy

Facebook

Social Networks Consumers Use: by Age	
Younger than 35 years	79.7
35-54 years	78.5
Greater than 54 years	75.9

Reprinted from *"The State of Social Media Marketing"*

Developing A Social Media Strategy

Twitter

A quick, easy way for businesses to share updates and ideas and to watch trends. An outlet for monitoring what target demographic is excited about.

Time Investment

After set-up, 1-3 hours per week

Developing A Social Media Strategy

Twitter

Social Networks Consumers Use: by Age	
Younger than 35 years	10.5
35-54 years	10.1
Greater than 54 years	9.5

Reprinted from "The State of Social Media Marketing"

Developing A Social Media Strategy

LinkedIn

Number one networking site for professionals and business people.

Time Investment

After set-up, around 30 minutes per week

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LinkedIn

Social Networks Consumers Use: by Age	
Younger than 35 years	15.1
35-54 years	21.4
Greater than 54 years	11.4

Reprinted from "The State of Social Media Marketing"

Developing A Social Media Strategy

Review Sites

Local directories that allow users to add and express their opinions about the businesses in the directory.

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Review Sites Biggest Players

- Yelp – show up on page one of Google related searches
- Insider Pages
- Google Maps
- Bing Local
- City Search
- Yahoo Local
- Local.com
- Merchant Circle

Developing A Social Media Strategy

1. Create an account and be sure you are listed with the site.
2. Use reviews to improve your service
3. Monitor your profile
4. Be proactive

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Blogs

Why Blog?

1. Engage continuously with clients & potential clients
2. Dig deeper into subject matter
3. Gain traffic to your website – improves SEO
4. Listen & learn
5. Demonstrate your uniqueness
6. Establish yourself as an authority, build credibility
7. Uncover new opportunities

Developing A Social Media Strategy

Blogs

Should You?

Why people read blogs:

1. To learn something new
2. To solve a problem
3. To be entertained
4. To get information about your services

Developing A Social Media Strategy

YouTube

YouTube is a video sharing website on which users can upload and share videos.

Developing A Social Media Strategy

Is it working?

Develop concrete ways to measure success

- Increased traffic for your website
- New subscribers to your blog
- A group of local Friends/Followers who rely on you for dog-related news & tips
- Increase in retention
- Increase in WOM referrals

Parting Advice

1. Have a plan
2. Create a strategy
3. Use a set schedule
4. Use social media as an adjunct to your community marketing efforts, not in place of it

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