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“Savvy Social Media Strategies”

Susan Brown

I want to thank Cathi Almquist for inviting me to do this call tonight and share my passion for Social Media Marketing with you. Cathi is my friend and mentor; she has twenty years of experience in direct marketing, and there is no one better! Here’s what I am most grateful for: Cathi’s generous heart, her effortless smart consistency, her unparalleled energy and expertise to teach and train and edify . . . and most especially, I love Cathi’s humor. She has me laughing all the time! She is a master teacher.

And I want to acknowledge Sandi Krakowski as the main source of my notes for this call. You can find Sandi on Facebook and on her website: www.arealchange.com

SAAVY SOCIAL MEDIA STRATEGIES

The truth is that everything for your business can be done with your phone, and shopping from our phones is becoming the preferred method! People don’t talk on their phones anymore, they text, tweet, instagram, pinterest, google, etc. and they Facebook (FB).

Our CEO, Greg Renfrew knows this, at the Providence meeting in July she announced that in addition to her 27 staff members she was hiring SIX IT experts so that we are fully positioned to DIRECT SELL on all platforms, particularly from our phones.

It’s our job to leverage this incredible resource and reach as many people as we can!

If you are listening to this call live or recorded, and I directly sponsored you, there is a good chance you found me on Social media, because half of all my business, consultants and customers comes from Social media, and specifically from Facebook. This marketing platform is so exciting, and it’s the only way to instantly reach people all over the country by the millions. And as we grow, Beautycounter will be expanding into other countries . . . We are in a global Culture and the iphone is driving it. Soon it will not be computers but smart phones that deliver the internet to the whole world. Crazy! We are in the right place at the right time with the best company.

So, for this call I will focus on FB. Why is FB so important as a social strategy for your business? Because FB is a NATION, and it’s where most people are - nowhere else are BILLIONS of people LIKING and SHARING every week. That’s why we want to go where the people are, while they are on their phone. This is where our advertising efforts should be focused. Remember people don’t want to be cold called on their phone, they want to INTERACT with FB, TWITTER, etc. YOU want to build a CULTURE and LIFESTYLE around the mindset you have. People want to relate to REAL. This builds CULTURE. You want to build a relationship around what’s important to your client: This call will Focus on how to do that the right way!

And it’s important to distinguish that for this call, I am talking about your FB BUSINESS PAGE. Don’t do business on your personal page, (your personal timeline.) Your friends and family will hide your posts, unfriend you, or grumble about your posts behind your back. Create a FB Business PAGE. This call is about how to manage your FB Business Page. It’s easy to set one up, FB walks you through the steps!

And, let’s get the WRONG way to market on your FB page out of the picture and be done with that . . . Sandy Krakowski calls the “wrong way to market” PIMP MARKETING. This is when ALL your posts revolve around “me and my product.” Every ad has the product and you in it. Social media is obliterating Pimp marketing. You just can’t keep putting things in front of people, interrupting them. Don’t do it!

I have a funny story to share that illustrates what not to do. My husband, an artist, was grumbling about wanting cash, so I told him to get online and sell something! Little did I know that he was about to write an email from hell! (Even though I am talking about an email, the same principles apply to your posts on FB.) He was about to say something like, “Buy some art now, it’s a great time for me, I am not busy!”

I said, “Are you kidding? Your customer doesn’t care about your schedule! Really! Is that what you want to say to her? So I asked him, Why do YOU love art? What do you feel when you look at art you love?” I reminded him about a letter he received from a woman who shared that his sculpture reminds her each and every day to see the world from a place of hope and beauty.”

Aaron then got real and wrote from his heart, and she responded immediately and purchased a $900 piece of art. He went from pimp to success in about 10 minutes.

Back to FB. There are THREE strategies that will build your culture and audience. That’s it! You can do this!

**Step #1- CONSISTENCY:** The key to engagement on a social media page is in posting consistently content that your audience WANTS. Not what you think they might enjoy, or what you ‘believe’ they should see. Your FB page gives you stats that will show you how well your ads are doing! (Learning to study data tracking and mining through analytics tools that reveal to you exactly what your clients want and bringing that content to them daily is key.) DAILY!

Primary Purposes of Facebook:

1. Connect & Have Relationships Daily
2. Client Care & Answering Sales Questions
3. Product Promotion

GOALS: You want to Increase your LIKES. You want to USE FANTASTIC CONTENT. You want to Develop Relationship. If you only post once a day or once a week you are missing your audience.

**Here’s a Content Map for Higher Engagement on a Small Budget.** (you can easily find the graphic for this map on Sandi Krakowski’s website)

\***3x A Day: Post Pictures:** Lifestyle Picture, Quote Picture, Product Picture.

And remember that we are a video culture so be sure to include 15-30 second videos at least once a week. 15 second videos are wildly successful. Get over your fear of videos by talking so often into video, you will develop your SKILL in talking into video! Videos are effective for building culture. Longer videos should be 3-15 minutes. You needn’t be a pro. NOTE: The videos that Beautycounter has provided for us are brilliant!!! The B&W video is under 3 minutes and it’s powerful and gorgeous! Use these, of course, but make your own 15 second videos about YOUR culture . . . it’s not our job to market Beautycounter the brand, they do that for us perfectly and we should only use Beautycounter branding marketing material ALWAYS, so your job is to make videos of the culture that you are promoting to your audience. Personally, I share my life as an artist and yoga teacher in photos and videos. Get creative and think out of the box, but keep it REAL for you.

\***3x A Day: Inspirational Posts:** Things that help people THINK BETTER & FEEL BETTER. Say things that come naturally to you, don’t try to imitate somtheing you are not.

\***2x A Day: Random & Strategic Questions:** Random Questions (what is your favorite color?) Strategies Open-ended Questions ) e.g What do you do when . . .?)

**\*2x A Day: Great Resources:** Helpful articles from places like Mashable or Entrepreneur, EWG or KNOW EVERYTHING from our Beautycounter website. Give advice on what you are really good at.

\***2x A Day Talk Back to people:** Respond to comments/questions, and interact with your customers. You are building relationship. And if your momentum and culture are growing you get into predictable profits. 10-17% max do you mention products in your ads. Talking back means engaging with people in what matters to them!

IMPORTANT: The Content Map suggests 10 posts each day. Only 1 in ten of those posts should be a pitch for your product! What’s going on in your culture is directing them to the next step. SO you create engagement, then ask for the sale. You must earn their trust first. Be trustworthy! Be who you are!

**Step #2- TALKING BACK:** Talking with and back to your audience is imperative. Facebook pages are not like a billboard, a magazine advertisement or a banner ad. It’s like a storefront in a small town. It’s just like a store in a mall. If we don’t talk to potential customers and clients, don’t expect to sell anything. Knowing what to say and how to say it by studying data that reveals exactly what Facebook users like and desire is critical.

Here’s how you know what to say . . . Go to Amazon and search books on your topic . . . (essential oils, acne, GMO’s whatever your FB post or ad is communicating) and read the 5 STAR reviews. Pay attention to what people are saying. The audience is already telling us what they want to know about. BUILD A CULTURE AROUND WHAT IS IMPORTANT TO PEOPLE. \*\*\*And Our Website and blogging are done for us on our Beautycounter website. How great is that!!! And you can Share posts from The Beautycounter FB PAGE, from EWG, and related blogs.

Most FB pages do not talk back. If they do? It’s so sporadic it’s ruining their reach and engagement! OR they’re saying slimy salesy things that turn people off.

Your goal is to serve so that you can truly make a change. This is where our needs and wants are not important... your clients’ needs and wants are. Remember my husband’s email!

You’ll never be able to serve customer’s needs:

If you think you know what their needs should be. If you think you know what would be in their best interest.

Instead, think, “I’m going to lead everybody to where they want to be.”

**Step #3- A SMALL FACEBOOK AD BUDGET:** Not knowing what to post, other than your events, products and things, is what most people do; this is advertising like a crap shoot in Las Vegas, hoping something will work! And FB only shows your posts if you have lots of LIKES and SHARES. Otherwise maybe10 people will see your post! YIKES! This is why advertising is SO IMPORTANT! Advertising boosts your LIKES, and audience, so you can grow your culture, speak to the mountain and tell it to move!

**7 Tips for Successful Ad Writing Tips** If you’ve never placed a FB ad before, don’t worry if some of these terms are unfamiliar – once you begin to place ads, the terms are explained by FB under HELP. And you can always google terms you don’t understand. Sandi Krakowski’s website is a great resource for a fast education in social media marketing! (www.arealchange.com)

**1. The goal is to get more people to your page.**Stop trying to sell to people through your ads. If you build community and relationship on your page, sales will occur organically. Focus on connection, relationship and let things go from there. You'll see higher conversions and less people unliking your page.

**2. Use a good picture.** Don't have too many details in the photo, remember Facebook's policy that says you can't use more than 20% of the space in the photo for words. Bright colors that contrast catch people's attention and increase conversion. Stay away from black and white, dull and too detailed. Logos are not a good idea unless you're a nationwide household name.

**3. Target new groups of people for 3 days to see what happens.**Test, test, test and do NOT guess. Use a $10 per day strategy and then build from there. (even if your budget is $1 per day, or $3 or $5 start somewhere!!!)

**4. Don't go over 10 million or under 100,000 on your targeting** if you're using a small budget. The amount of people you target should be correlating with your budget. The more you spend, the more you can target. Start with this range and go up from there. If you are spending $3/day keep your targeting to about 3,000,000.

**5. Always remember to target ONLY English speaking clients**, unless you run a bilingual page. BIG mistake people forget and waste money.

**6. Bid on the ad at the mid-range.** Don't be dooped by Facebook's suggestions. Test out low, mid range and high. Play with it! You're in control. (This will save you a lot of money – research what “Bidding on FB Ads” means!!)

**7. Target television shows your clients watch, books they read, magazines** they're subscribing to and reading online. Go for CULTURE and not product. Readers of Harvard Business Review are also into exercise and finance. What motivates one to build a business or run a company also motivates people to change their personal life and habits.

We have a SOCIAL RESPONSIBILITY TO BE REAL. Social Media demands this! You need to be confident and empowered in what you are doing and lead people. THINK CULTURE!!!

I will close with Sandi Krakowski’s wise words, after all she had 705,508 LIKES on her FB page the last time I checked.

“Have fun! Don't let your emotions get attached to your ads for crying out loud. This is business. Test test test. Don't guess. Learn as you go. Once you've written 100 ads you'll start to understand the art of ad writing. Once you get to 1000 you'll be shocked at all you know! (which could happen in under a year!)

**Give it time; big success isn't instantaneous. Go for long term.”**

That’s it. Message us with questions, go to our team FB business page:

Work for your dreams and enjoy!

Thank you.