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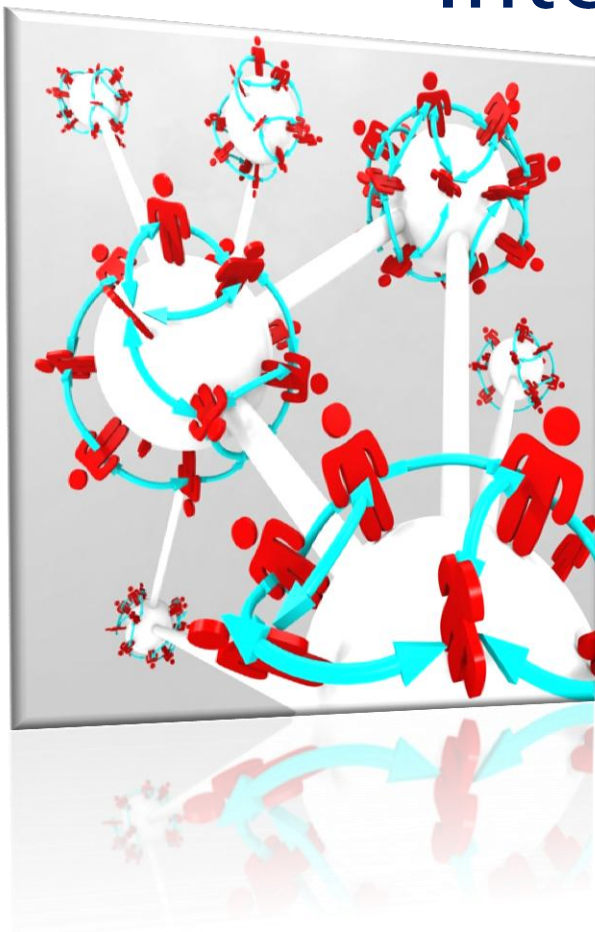


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Brand Positioning with Internet Marketing



**A 5-day checklist for the
top-5 social media tools**

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BY SHERYL L. THEISEN

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Internet Marketing

Marketing Matters...

Marketing matters even more when you're a small business owner trying to capture your share of the market. If you're like most business owners, you're busy running your business but have a constant nagging feeling in the back of your mind that, if you had the time and knowledge to attack your internet marketing, your business could be doing even better.

Social media has changed the playing field for businesses, but harnessing its power without becoming overwhelmed is a challenge every business owner faces. Out of sheer frustration, many business owners take the MIRV approach firing their message randomly hoping that it reaches their target market. The result can be costly from both a time and money perspective. We suggest that if you use social media correctly to position your brand the falling MIRV pattern will successfully hit multiple targeted markets.

As we approach 2012, every business should have a presence in social media and the knowledge of how to effectively integrate it into their marketing plan.

We've done the research and developed a 5-day plan that will help you understand where to focus your efforts.

I have been in marketing for 15+ years and watched the changes, but one thing remains the same: Marketing Matters!

I hope you find this checklist helpful and would appreciate your feedback.

See you online!

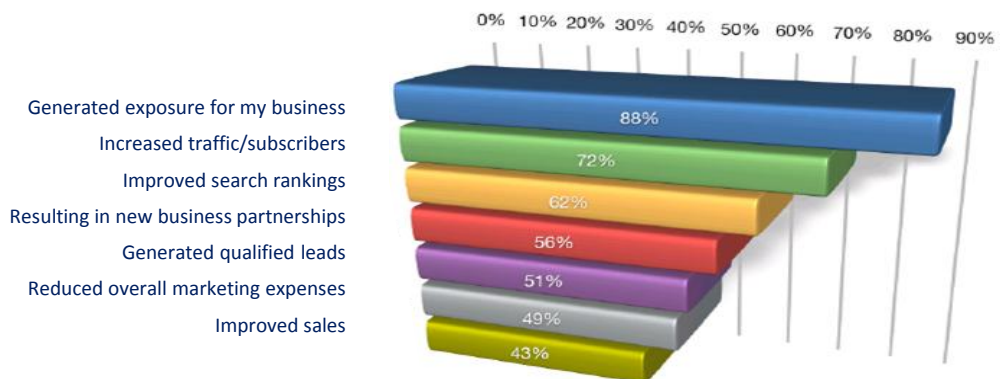


Sheryl L Theisen
Owner, hYperstrand Marketing



Internet Marketing

If you're considering social media as a marketing tool for your business consider this: less than 45% of social media interaction results in increased sales however more than 88% results in increased brand awareness.



Source: @Social Media Examiner, 2011 Social Media Marketing Industry Report

According to the 2011 Social Media Examiner study, 59% of small business owners who've invested less than 12 months in social media marketing reported new business partnerships were gained. Further, "48% of small business owners who have been using social media for more than 3 years reported it helped them close business." *Note that these businesses are devoting a minimum of 6 – 11 hours per week to their social media marketing efforts.*

So why the media frenzy and mad rush to be the loudest brand on social media?

The power of social media is only effective if you understand how social media works and further that you're able to make it work for you.

Your challenge is to determine your brand position and how it fits into social media.

- ▶ Your business is open 24/7, 365 days/year
- ▶ Reach a global market, everyone buys
- ▶ Consumers get information online
- ▶ A tool for gathering data and selling

Twitter

- ▶ 24 Million Users
- ▶ 50 Million Tweets/day
- ▶ 88% Small businesses
- ▶ 73% using less than 3 months
- ▶ 35+ Age group

Website

YOU

YouTube

- ▶ Google Owned
- ▶ Only 16% uploaded per week
- ▶ 1 Billion videos served each day
- ▶ 12.2 Billion viewed in the US/month
- ▶ Exec presentations, training, marketing videos

LinkedIn

- ▶ 60 Million Users
- ▶ Qualified Connections
- ▶ 1.9 billion pages viewed/month
- ▶ Strategic business partnerships
- ▶ 1 New user/second & ½ outside US

Facebook

- ▶ 700 Million Users
- ▶ ½ log in daily for 55 minutes
- ▶ 2nd Most trafficked site behind Google
- ▶ #1 Photo sharing site in the world

Blog

- ▶ 34% of bloggers post opinions about products and brands
- ▶ 78% of consumers trust peer recommendations
- ▶ Identifies you as an expert
- ▶ Ever changing and gives a reason to return

The LinkedIn logo is a red circle with a white border, containing the word "LinkedIn" in white. It is positioned in the top left corner of the slide, overlapping a dark blue background with a pattern of lighter blue circles. A large, stylized "Day 1" is written in white to the right of the logo. A blue wavy line separates the top header from the main content area.

LinkedIn

Day 1

LinkedIn: A business focused social network with 60 million users reviewing your business qualifications.

Benefit: Allows you to build strategic business partnerships and make qualified connections.

Weekly Activities:

- Complete your profile – Include a creative job description, a personalized summary and your specialties. Many readers don't go past this point if you haven't piqued their interest.
- Add Connections – Look for business alliances, networking connections and past coworkers that can help you grow your business.
- Customize your website names so they draw attention and interest.
- Recommend others – Do not wait to be asked, pick someone new and write some insightful commentary, many will reciprocate and all will appreciate your support.
- Join targeted groups – Follow their discussions and participate in them. This can result in building you up as a thought leader in your industry as well as open up opportunities for you to make new relationships.
- Connect to your Twitter and Facebook accounts – Your social media activity is streamlined and shows ever changing content.
- Use advanced applications such as SlideShare or BlogLink – This keeps you on the updates list and in front of others.
- Search the LinkedIn events to find opportunities where you can meet your cyber connections in the real world and continue to build relationships.



Twitter

Day 2

Twitter: 88% of all users are small business owners providing links to industry specific topics.

Benefit: Targeted groups that share their industry expertise and are willing to retweet your posts.

Weekly Activities:

- Optimize your Bio to get more followers – Use all 160 characters allotted and include keywords and a website link to help with SEO. Twitter profiles with a bio will attract eight times as many followers as one without a bio.*
- Create groups so that you can easily search and find industry tweets and determine who the experts are in that field. Feel free to view other expert's connections and include them in your groups for a wider reach.
- Use #hashtags – This allows your tweets to be seen by those who are not following you, but are searching keywords.
- Post tweets that are focused on products or services that engage your target audience and include hyperlinks for more information.
- Stay engaged with your connections by interacting with direct messages and retweets.
- Avoid auto tweet programs that will flood your connections with too much or irrelevant information.
- Upload videos and photos via TwitPic.
- Use the WeFollow and Twellow to find local connections according to location, tags and lists.

* Source: <http://blog.hubspot.com/blog/tabid/6307/bid/4604/Can-Having-a-Twitter-Bio-Get-You-8-Times-as-Many-Followers.aspx>



Facebook

Day 3

Facebook: More than ½ the users log in daily so your chances of having your information seen and shared beyond your network is guaranteed.

Benefit: Social networking site with real-time conversations and ongoing interaction from multiple connections.

Weekly Activities:

- Host events and use the “Events” tab to invite everyone. They can easily check the event time and place and forward the invite to additional friends not currently in your network.
- Invite people to “like” your page and do it often. This shows up on their wall and then their network of friends will check out your page as well, increasing your audience.
- Keep your fans engaged with a combination of company-related posts and general industry information. DO NOT SELL, merely provide insight.
- Post pictures of your product and keep this updated. Every time you upload a new photo a status update is issued letting your fans know that you’ve added more information to your sight that they need to check out.
- Keep your audience active with a calendar of programs offering incentives for people who “like” your page. Use coupons or contest to spark interest.
- Respond to comments; this lets your audience know that you care and keep them interested in your and your product and more likely to forward your information to others.
- Drive people from your Facebook fan page to your website, LinkedIn and Twitter accounts with links: <http://www.facebook.com/twitter/> then add your Twitter to your LinkedIn account via the “Edit My Profile” settings.

Blogging: Pushing your industry content out to a network where 78% of consumers make decisions based on their peer recommendations.

Blogging: This is your opportunity to share your industry knowledge through words, videos and weblinks and with the help of proper SEO, your content will be shared worldwide.

Weekly Activities:

- Buy your own domain name with your own name.
- Find expert bloggers and model your approach after them. A few suggestions: mikevolpe.com, scottmonty.com, mattcutts.com/blog/, danschwabel.com.
- Write posts regularly at least once a week (more if you can.. 2-3 is better.. 1 a day is best).
- Publish any content online you have offline.
- Use great headlines, this is the bait to get someone to read further.
- Write comments on other important bloggers posts in your industry.
- Add credibility banners such as how many subscribers, number of hits, blog grade and any awards as your blog gains traction.
- Provide “share this” buttons to Facebook and Twitter as a minimum.
- Place your blog content on other social media sites such as Facebook, YouTube, LinkedIn and Twitter to leverage your content.
- Use images to add some style to the blog.
- Promote your blog on your other sites and provide links to your entries.

Engage
your
network

Day 5

Engagement: Make a personal connection with your online network through 1:1 interaction

Benefit: Growing your business online only happens if you can build a relationship and that happens when you become familiar with these people.

Weekly Activities:

- Send eBlasts and invite them to receive your newsletter – Using [Ace Of Sales](#) is one type of tool that will allow you to creatively reach out in a personalized way. Use promo code hYperstrand for a FREE 30-day trial.
- Develop a direct mail campaign that brands your business and makes a personal connection – [Send Out Cards](#) is an online system that will allow you to personalized your direct mail and provides a reminder system so you never forget the important dates.
- Chamber and Referral group memberships – Determine the right membership for your business and find ways to get involved. Find out how many people are in the network and if they are in contact with your target market.
- Find networking events – These are typically low cost but are your chance to make brand new connections. Use sites like [LinkedIn Events](#) and [MeetUp.com](#)
- Develop strategic partner programs such as highlighting their business in your eZine, sending their coupons to your database... These efforts allow you to share business networks and increase your visibility as well as their business.
- Use a resource like [HootSuite](#), social media dashboard to manage all of your activity from one place.



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Greetings from the Author...

Marketing can only be successful when applied using a strategic approach. As a marketing consultant, I have built my business on this philosophy and provide this insight to businesses. I have had the opportunity to speak on social media and marketing at a variety of business events continue to work with businesses in their daily implementation of social media marketing.

As a graduate of Western Michigan University and a Michigan native, I have worked in the marketing field since 1991. I am a mother of triplets, a wife of 16 years, and a business owner since 2009.

At hYperstrand Marketing, we focus your efforts in three categories:

- 1) BUSINESS COMMUNICATIONS: corporate newsletters, eBlast/eZine communications, direct mail and copy writing
- 2) BRAND MANAGEMENT: marketing strategies, corporate identity building, logo design , brochures
- 3) SOCIAL MEDIA: ghost writing, online training, website development, video production.

At hYperstrand ,we believe the truly effective marketing strategies are the ones that create brand awareness one relationship at a time.

See you online!

Sheryl L Theisen
Owner, hYperstrand Marketing



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MARKETING IDEAS!
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