

## WORDS FROM AN EXPERT

# Is Social Media



# Right for your business?

**S**ocial media is a hot topic, but how can you use it in your business and why would you? First what social media is NOT:

- A quick fix that will result in \$millions in sales tomorrow
- Something that can be picked up then dropped, it needs consistency.

Social media is a...

- Way to market and promote your business to existing and new customers
- Way to build a relationship with customers
- Long term marketing strategy - think 6 months minimum for results
- Free marketing tool, but takes time.

Far too many businesses start a Facebook page/Twitter account etc. with no thought or understanding as to why, they then don't get any results and get disheartened. Before you start using any kind of social media work out:

- Why you want to use it, this might be to increase brand awareness, increase sales leads, or get feedback on new products etc.
- How will it fit with your other marketing - if you can integrate it you will get a MUCH bigger bang for your buck
- How much time do you have to give to it
- How will you offer value to your audience, ie what's in it for them
- How are you going to measure it? This might be through traffic back to your website, or you might track calls by asking people where they heard about you. Look at what you are currently

measuring in your business and see if you can use those.

When you look at which social media to use, think about...

- What would suit your business, eg if you have a florist you'd want to use something that has visuals, eg Facebook or Flickr, but if you were an accountant Twitter or a blog might be better
- What do you like using? If you are already using social media personally do you look at Twitter and think I can't face it, don't get it etc. Or do you think how awesome? The social media you choose is what you need to stick to if you want to get results
- How much time do you have? It's much better to use one really well than 10 badly
- What are your skills? If writing is not your forte then don't start a text blog, instead a video blog uploaded to YouTube might be the way, or a photo blog on Flickr.

Finally here is a bit of info on the main tools...

**Facebook** - 10million users in Australia, great for product based businesses, but hard work for service based. You need to be updating it 3-5 times a week as well as interacting with people.

**Twitter** - 2.5million users in Australia, can be used by any business type, you need send tweets (messages) out 3-5 times a day as well as responding to tweets and retweeting others.

**YouTube** - 9.5million users in Australia, can be used by any business type, you don't need to make really high quality videos, but they do need to be authentic. Upload a video each week and interact on the site.

**Flickr** - 1.5million users in Australia, suitable for businesses that have visuals. Upload photos every week and interact on the site.

**Blogs** - Blogs are just websites on a topic where new content is added regularly - a great way to position your business as experts in your field. Ideally you want to post daily for the best results.



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