

# **SOCIAL MEDIA MARKETING**

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**Are You Confused?**

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# What Is Social Media?

- Put simply, is how you engage & interact with your clients and customers online.



# Why Is Social Media Important?

- There are 800 Million active users on Facebook. The typical user has 130 friends.
- 1 billion tweets are sent every week!
- 150 million active users on Google Plus.
- These are just a few examples demonstrating the power of social media.

# Why Do You Need It?

- Reach customers who use this new interface
  - Example – some people use social media like a Google search engine
- Instant feedback from your fans, friends, & visitors

&

- Your competitors are using it to their advantage!

# Twitter



Looking for:

- Interaction with followers
- Posting?
- Link back to website & products
- Personalized Image
  
- Twitter
  - [@buygreen](#)
  - [@ukhandmade](#)
  - [@HandmadeCrafts](#)
  - [@BostonHandmade](#)

# Facebook

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

- <https://www.facebook.com/darshanpottery>
  - Email Signup (MailChimp) Free
  - Large Photos
  - Interaction
  
- <https://www.facebook.com/JannahGifts>
  - Landing Page
  - Photos
  - Interaction

# Google Plus



- <https://plus.google.com/102586931737249621958/posts>
  - Tara Fly – Cat Artist
    - Share Likes
    - Specials & Sales
    - Photos Of Art
- <https://plus.google.com/105828335594316527207/about>
  - Lonny Cloud – Native American Jewelry
    - Share Likes
    - Specials & Sales
    - Photos Of Art

# Stumble Upon



- Use this to bookmark your items you want others to share or view
- Warning: Use very sparingly and don't spam!

# Youtube



- Create videos of your products.
- Include your link in the product description.
- Customize your Youtube channel
  
- [Garden Structure](#)
  - Video with over 2000 views - Used PowerPoint to make movie
  - Link to website in video description
  
- [Second Look Jewelry](#)
  - 9000 views - Comments from visitors
  
- [Inblossoms](#)

# Add Functionality to Website

- Do this so people can share directly with social network
  - Plugins
    - ShareThis
  - Comments
    - Instant feedback from visitors
      - Drawback: may not be positive

# Summary

- Get Started!
- Be Consistent & Post On A Regular Basis
- Interact With Visitors
- Don't Get Overwhelmed!