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Let's Talk Web...

Social Media Marketing – 9 Ways to Get Started

Social Media Marketing is again top of the web marketers' agenda this year. Proven to be an efficient way to reach web consumers and clients, there's no more room for excuses to not get started this year.

Whether you're a social media fan or not, the chances are you'll be spending sometime exploring this avenue for business or department marketing. Living out loud on Facebook, publishing marketing material on YouTube, writing a blog and getting in touch with all relevant stakeholders to link-in to business circles, is a start.

The Nature of Social Media Visitors

Whilst social media is logged onto by many, it is frequently used as a great distraction rather than a destination in itself. Visitors (voyeurs) and committers (buyers/service users) are at two different stages of social media engagement. One fact that is agreed upon by social media gurus is that, something new happening on your social media scene increases the chances of converting a visitor to a committer.

9 Ways To Engage

Whilst sharing useful and relevant information about your latest product/service, with social media you are seeking to move from simply promoting yourself to your customer, to engaging them in an interactive online relationship.

1. **Can your customers find you?** Be in the right market place to start. Twitter, Facebook, LinkedIn, and YouTube are the most typical places.
2. **Your social media content is best directed toward two way communication.** Whether you are uploading a video, or text and images, ask specific questions within your material to encourage feedback.
3. **Images talk most.** The traffic on images is big. Can you run a marketing campaign in an image message?
4. **Be in-direct in your marketing.** Design/write material that stimulates interest and curiosity as well as provides good quality information.
5. **Know your online community.** Whether it is a magazine based community or discussion forum, get involved for being involved– not just to sell.
6. **Initiate an online community.** Either as an extension to you current social media activities or website activities.
7. **Build a greater web based contact list.** Circulate your company e-news and blog. Invite your community of clients to meet up online at a forum or webinar.
8. **Blogs.** Invite clients and industry experts to be guests on your blog.



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How much do you share?

Careful! Professionalism... What is the nature and reason for the information you're sharing? Think company image and reputation. Remember your competitors will read your website too.

There is a huge curiosity factor that drives people to return to websites. Whilst it is time consuming, keeping your website's content up-dated is essential. Embracing regular social media activity creates business activity and as many say, it leads to significant increases in sales as well as creating market awareness of your business.

If you need help with your content management or editing your website: -

Using a tool kit of media possibilities, we will tailor build a strategy that will help your internal or external communication, profile your resources, services or products and provide the initial information customers need to contact you. For more information see www.writeup.com.au

No time to write? Email us at contact@writeup.com.au