

Instagram



vimeo

flickr



Ways to Get More
FROM Social Media

YouTube

LinkedIn

myspace

YAHOO!



KLOUT



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digg

Swarm
by FOURSQUARE

tumblr.



The Successful Social Media-ite.

Like a child prodigy, social media carries the dizzying excitement of unlimited potential. It is ubiquitous, and yet its power eludes most. Perhaps it's because companies aren't sure how to use it to their advantage. Or maybe, it's because execs (who aren't members of Gen Y) don't want to seem ill-informed about an unpredictable medium, so they "me-too" whatever competitors are doing.

Whatever the reasons, there are a couple of things you should know: **1)** YOU can cultivate a mass of mutually rewarding social media relationships, and **2)** You don't have to be a member of Gen Y to do it. This ebook is loaded with actionable advice designed to help you go from zero to pro, so read on, Grasshopper.

*THE GOAL OF
SOCIAL MEDIA IS
DIALOGUE, NOT
MONOLOGUE.*

Harvard researchers polled **2,100** companies about social media and discovered:

- **12%** believe they are effective users of social media
- **43%** believe they are ineffective users of social media
- **45%** believe they are users that have a lot to learn and a long way to go

📍 SOURCE:

<http://hbr.org/web/slideshows/social-media-what-most-companies-dont-know/2-slide>



STEP 1:

Call for Drastic Measures

They LIKE YOU! They REALLY LIKE YOU! So what? Social media ROIs are notoriously difficult to measure and experts are now saying that if you are going by the quantity of interactions (fans, likes and follower counts) you may be banking on the wrong thing.

So what should you be measuring? Effective social media users base their success on the quality of the relationships they have cultivated. You can do the same by measuring things such as how many positive responses (such as thank-you messages, encouraging comments, questions and shares) your company receives on its posts, photos, videos, infographics, etc. Establish a benchmark; then set goals to exceed it.

*ESTABLISH A
BENCHMARK;
THEN SET GOALS
TO EXCEED IT.*

“A brand might get much more revenues from 1,000 highly interactive fans who post one comment each, than from one million fans who rarely interact with brands.”

— *Marcus Ho, Co-Founder of Social Metric*



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STEP 2:

Encourage Substance Abuse!

If your content lacks substance, your social media posts will lack an audience. To make your brand's channels the favorite haunts of your target market, treat each virtual atmosphere like you would any social gathering and:

- **Be Alluring** — Like party clothes, a headline is your first impression; make it smart, hip and an unabashed attention-getter.
- **Engage Others** – Post content that tells a funny story, shares something insightful, includes interesting pictures, and is of value to the audience.
- **Listen & Respond** — Answer every comment, question and complaint with a genuine, (not canned) response. Authenticity is the path to creating real and rewarding relationships.

BE ALLURING.

BE ENGAGING.

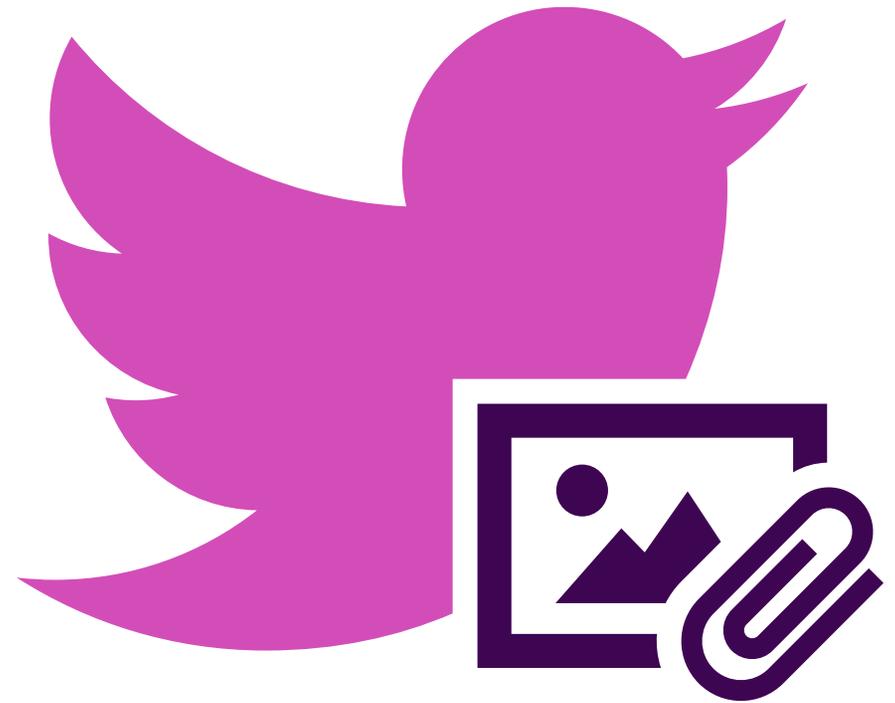
BE REAL.

FACT

A picture is worth 150 tweets...

Tweets with images receive:

- 150% more retweets
- 89% more favorites
- 18% more clicks



📍 SOURCE:

<http://blog.bufferapp.com/the-power-of-twiters-new-expanded-images-and-how-to-make-the-most-of-it>



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STEP 3:

Know Your Audience.

As we noted in Step 1, you may get a million people to like you, but if they aren't engaged in what you are posting, your social media strategy isn't working. So, how do you ensure you talk to the right people?

- **First:** Make a list of the type of people you want to target, and note their interests.
- **Next:** Segment your current list of customers/followers into groups based on interests. (Note: there are apps that will transform customer posts, tweets and conversations into actionable data and store them in your database groups for you)
- **Finally:** Post interest-based content to these smaller groups

*IF THEY AREN'T
ENGAGED, YOUR
STRATEGY ISN'T
WORKING.*

Don't Forget to Thank the Little People.

People with less than 500 followers are likely having a larger impact on your brand than the popular crowd, so treat them like the VIPs they are.

- 9% of mentions come from Influencers
- 91% of mentions come from people with fewer than 500 followers



📍 SOURCE:

<http://blog.mention.com/the-when-where-who-and-how-of-communicating-online-to-get-more-mentions/>

STEP 4:

You Want to Be Wildly Successful? Well, Why Didn't You Just Ask?

You know that coworker who only talks about himself? Don't be that guy! Poll your audience about their ideas and experiences. After all, the goal of social media is dialogue, not monologue. One of the best ways to provide value to your audience is simply by valuing their input.

An example of how profitable asking can be is found in Bank of America's Keep the Change Program. In less than a year, Keep the Change enabled Bank of America to gain 2.5 million customers, 700,000 checking accounts and one-million savings accounts. Best of all, this million-dollar idea was a freebie from a customer. Bank of America asked its target market (women w/kids) what they could do to help them get more from their banking experience. That's all. Now, go and do likewise.



📍 SOURCE:

<http://www.ideo.com/work/keep-the-change-account-service-for-bofa>

Be a 12-Percenter!

The Harvard study that revealed that only 12% of companies use social media effectively also revealed that these companies use social media in several ways that less effective companies don't, including:

- Monitoring customer trends
- Researching new products
- Creating online user groups for customers
- Collecting and tracking customer reviews across multiple sites

📍 **SOURCE:**

<http://hbr.org/web/slideshows/social-media-what-most-companies-dont-know/7-slide>

12 %

88 %

STEP 5:

Less Words, Less Often = Good Customer Relationship Management

Like all relationships, social media requires hard work, dedication and knowing when to give people space. Research conducted by global ad agency DDB discovered that 46% of Americans unfriend, unfollow and unsubscribe from brands they once loved because they feel they are hearing from them too often.

So how do you know when you're on the verge of TMI? You have a relationship chat up-front. Smart social media users allow new friends and followers to decide how often they hear from them and then they follow through on that request. You can also salvage social media relationships by offering the option to hear from you less often when people click the "UN" buttons.

📍 SOURCE:

<http://adage.com/article/special-report-social-media-guide/fans-friend-brand-facebook/229824/>



STEP 6:

If You Want a Great Relationship, Cheat!

There are three sure-fire signs of great relationships: **(1)** you're drawn to their interests, **(2)** you're happy to meet them in their favorite haunts, and **(3)** you want to know what they are thinking — all the time. Of course, great relationships take a lot of work and time, and who's got the energy for that? Our advice? Use an app.

Alan Rosenblatt, a *Top 100 Social Media Strategist*, used the app Attentive.ly to identify which social networks his customers were using and segment them based on information gathered from their posts. Armed with in-depth insight, he launched an interest-based email campaign that yielded over 500 tweets, the highest action-based response his organization had achieved all year.

AN INTEREST-BASED EMAIL CAMPAIGN YIELDED THE HIGHEST RESPONSE RATE.

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We hope you enjoyed our eBook, “6 Ways to Get More From Social Media.” At Sparkplugs, we empower people to get more from marketing and social media software and systems through a host of easy-to-use apps.

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SPARKPLUGS SPOTLIGHT — SOCIAL MEDIA APPS

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