Social Media Marketing Made Simple
Making Chapters Soar – Building a Strong Chapter Base & Improve Fundraising through Branding, Social Media and E-mail Marketing
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Upcoming Seminars

Insight Provided by KnowHow
Visit: www.constantcontact.com/learning-center

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Our Agenda

What Is Social Media Marketing?

Why Market Using Social Media?

Doing It Well: Best Practices for Social Media Marketing for non profits/chapters

✓ Connections
✓ Engaging Content
✓ Conversations

Managing Your Fundraising strategy

Next Steps
Why Do We “Market”? 

We Want More!

More…

✓ Growth
✓ Sponsors
✓ Volunteers
✓ Donors/Members
✓ Brand Awareness
✓ Membership
✓ Time in the day!

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New Tools Have Changed the Shape of Chapter Marketing

We have reached a point where:
- 14% of people trust ads
- 78% of people trust consumer recommendations

Tools Used to Market My Chapter

- Facebook: 96%
- Twitter: 76%
- LinkedIn: 62%
- Video Sharing: 53%
- Photo Sharing: 38%
- Review Sites: 35%
- Location-Based Services: 25%
- Local / Daily deals: 24%

Find Social Media Tool Effective*

- 86% Facebook
- 71% Video Sharing
- 60% Twitter
- 55% LinkedIn
- 45% Local / Daily Deals

Source: Constant Contact Fall 2011 non profits/chapters Attitudes & Outlook Survey; n=1972; 30%; B2B = 859, B2C = 1,113. *B to B and B to C were analyzed separately, but combined for market-level analysis; Approximately one-half of all respondents are either a sole proprietor or have 1-4 employees.

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Five Types of People: Leverage Relationships to Inspire Engagement

Raving NABJrs → Chapter Members

Interested Journalists → Suspects Journos/Corporations

Disinterested
Building your social network of fans, followers, and connections, using relevant and interesting content that is shared, allowing you to reach and engage more people and drive more engagement.
Concerns? You Are Not Alone

Social media marketing looks interesting, but …
I will never have a million customers or even 5,000.

Using new, inbound marketing tools sound great, but …
I will never write thought leadership articles.

Paying attention to what’s being said on social media sounds useful, but …
I’ll never have a dedicated staff to do it right.

I hear about new tools and networks everyday, but …
I just don’t have the time to stay current.

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What You DO Have is Powerful

You can successfully market your non profits, chapters or associations because you have:

- Loyal, happy members
- An excellent member experience
- Interesting and important things to say!

Goals are Growth and Sustaining Goals
a) Membership
b) Revenue Generation
c) Fundraising
d) Branding
Doing It Well: Best Practices for a Chapter’s Social Media Marketing

- **Connections:**
  Kickstarting your following, and using content that inspires engagement

- **Engaging Content:**
  Creating a presence

- **Conversations:**
  Practical monitoring and measurement
Set Reasonable Goals and Expectations

Leverage your excellent member experience for social media success

- Drive engagement (action)
- Encourage repeat loyalty
- Encourage enrollment
- Get online endorsements
- Reach new members through online, word-of-mouth marketing
- Obtain revenue for chapter goals
- Build presence
Terry’s Top 10 Fundraising strategies for Chapters

Lecture series
Job Fairs, vendor festivals
Media workshops
Events, Conferences, Galas and Auctions.
Grants, Contracts and Jobs
Media consulting/Education seminars
Expert Authority, Mentoring and Research
Outplacement/Job Search services

The first step is mastering social media marketing
Success Looks Like... Through the combination of social media and email marketing, 99 Bottles has been able to grow a very strong customer base. They use Facebook and Twitter to provide quick updates about current happenings, and email to pool all the helpful information into one place.

Their Success Formula: Getting to know and inform customers through email newsletters and social media.
# Be Where Your Customers Are

<table>
<thead>
<tr>
<th>Social Networks</th>
<th>Content Sharing</th>
<th>Reviews &amp; Ratings Sites</th>
<th>Location-Based Services</th>
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- The sites that *your members* are using

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Discover Preferred Channels

Your members want to keep in touch, but on their terms

Add social icons to email campaigns to define your audience’s preferred channels

- Email
- Facebook
- Twitter

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Announce your new presence in your newsletter with a clear call to action.

Include standard links in every email so subscribers can share your content.

Include social media signup icons in every email so subscribers can join you on your social sites.
Look Professional

Complete your Chapter profile
- Description
- Contact information
- Website URL
- Join My Mailing List

Brand your presence
- Logo, pictures, background

Add starter content
Focus Your Presence

Make your social presence a reflection of your business/organization.
Don’t blur personal and professional use.

Be transparent.
New users should immediately identify what you do.

“Stick to Your Knitting.”
Deliberately choose your expertise and areas of engagement.

Put the social in the social media.
Be broad and informal … and have fun!
Extreme Bio Makeover Salon

388 likes

Recent Posts by Others on Extreme Bio Makeover Salon

Kathy Heul listens every week about having bio ready for... Mar 16 at 7:08am

The Anatomy of a Kick-Ass Life

www.johnsturdivant.com

Simply complete this 10 point checklist for the full story on the 2007 evolution of your life.

Like Comment Share

4 hours ago

Extensive Bio Makeover Salon shared a link.

Seattle area friends: I'm growing my business with owomametwork and would love to introduce you to the owomametwork community. owomametwork is the place to learn how to build your business - ask questions, network, exchange stories and best practices, and perfect your own business strategies for success! owomametwork is the perfect community for you!

Like Comment Share

21 hours ago

Extensive Bio Makeover Salon shared a link.

TOTAL Networking - Seattle Networking

The Dot Girl's First Period HR

Nancy Luxton Consulting, Business Services

RateToday.com

Published

Yesterday

Tali Hargrove has some special webinars coming up about what you won't want to miss. The video has excerpts on this page about the amazing green juice will get your week started with a wink and a grin and have you thrice for more.

Choose the date that works best for you and soak up his wisdom to your business advantage:

http://www.eventbright.com/event/1731492600/nancyluxton/199

Eau Claire, WI

Like Comment Share

9 hours ago
Prepare Your Story.
Broadcast Your Brilliance.
Prosper Now.

Nancy Juetten | www.AuthenticVisibility.com

“Whether you love the spotlight or are just finding the courage to take the microphone to broadcast your brilliance, you will “Get Known to Get Paid”™ for your expert status by telling a story all your own.”

Transform from “Well-Kept Secret” Status to Recognized Expert, One Step & Story at a Time

Ready to Take Action to Get Known and Get Paid?

If you are a spotlight seeker who is dissatisfied with your wattage and serious about taking action to shed the right light on your particular brand of marketplace brilliance, you have come to the right place. Here you will find solutions to guide you along your step by step and purposeful journey to earn visibility, credibility and prosperity under your own initiative. Your business and expertise will soon be the talk of the town. And, when you
Nancy Juetten, "Get Known to Get Paid™ Mentor"

Your "Get Known to Get Paid™" Mentor and Your Champion for Authentic Visibility
Greater Seattle Area | Professional Training & Coaching

Current
Owner and Author, Bye-Bye Boring Bio PLUS!, Broadcast Your Brilliance Webinar Series Trainer at Authentic Visibility
Past
Director of Marketing and Advertising at Taco Time
Marketing Consultant at KOMO TV
University of California, Berkeley
Education
California State University-Northridge
University of California, Berkeley
Recommendations
18 people have recommended Nancy
Connections
500+ connections
Websites
Monetize Your Message!
Bye-Bye Boring Bio Speaker
Bye-Bye Boring Bio Workshop
Twitter
@follownnancyjuetten
Public Profile

Summary
Service-based professionals, speakers, authors, coaches, and those serious about seeking clients, speaking gigs, and media interviews now have access to Nancy's word wizardry that opens doors for them to get seen, heard, celebrated and COMPENSATED for their expert status now.

Whether clients enjoy her popular Bye-Bye Boring Bio PLUS! program, enroll in her Broadcast Your Brilliance Webinar Series, or apply to benefit from her premium Get Known to Get Paid™ Mentoring Program, everyone takes bold steps toward realizing the ultimate results they seek.

Through the years, Nancy has earned a number of awards for her marketing communications work, taken many public relations and copywriting classes to enhance her skills, and generated hundreds of media clips to demonstrate an ongoing pattern of great press for clients. She was named a 2010 Top 100 Home-Based Business by StartUpNation, 2007 Women Business Owner Member of the Year Finalist and 2007 MVP by Work at Home Mom Talk Radio.

How you're connected to Nancy
You
Rosalind Monville
Elle Cullinan
Hardy Young
Amita Powell
Elizabeth Kushner
... and 9 others
Nancy's connections

Groups you share with Nancy:
Inbound Marketers - For Marketing
Engaging Content
Starter Content

- Information, tips, and practical advice
- Questions asked by your customers
- Links to:
  - Archived email marketing newsletters
  - Polls and surveys
  - Event homepages and registration pages
  - Blogs (yours and others’)
  - Websites (yours and others in your area of expertise)
  - Product or service reviews
  - Thought-provoking discussions that inspire dialogue
  - Relevant videos, photos, podcasts
Content is the feeder of social networks

- Write great content once, then broadcast it. Create sound bites for shorter media.
- The best content inspires sharing: a word of advice or one sentence can go a long way!
- Original, personalized content is important
- Less is more! Short content is best, one idea at a time. You can always share links to more.
Make Content Shareable/Broadcast-able

Our beautiful new share bar - now on the social web view of shared emails!
Basic Anatomy of a Facebook Business Page

Cover photo & profile picture

Recent photos and images

Public List of Friends/Fans

Posts by You and Others

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How it works:

**Sign Up!**
Stop by one of our stores to get your Farmer’s 4 Good card. It only takes a few minutes to enroll, and it’s free! We have extra cards at both Farmer’s Market locations so anyone can sign up while they shop. It’s quick, easy, and free!

**Shop!**
Buy the same quality products from the Farmer’s Market that you always do. Nothing is excluded. All of the fresh fruit, vegetables, meat, plants, and lawn ornaments sold at Farmer’s Market earn up to 10% cash back for your school.

Success so far:

$55,857.95 has been raised for local causes since May 2009!

Farmer’s Tips:

Remember, absolutely everything carried at the Farmer’s Market can earn up to 10% cash back for your organization, nothing is excluded!
160 million registered users
100 million active users
Mashable.com, 2011

60% of users follow companies, brands, and products
Mediabistro.com, 2011

Engagement Through Sharing
- Share links to interesting content & ask for feedback
- Tweet a survey or poll
- Send direct messages (DMs)
- Retweet content from people you are following

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Basic Anatomy of a Twitter Feed

- Avatar – Logo or Photo
- Your Handle
- Most Recent & Past Tweets
- Followers and Following
- Recent Images
86% of B2B marketers use LinkedIn

There are over 75,000 Nonprofit groups using LinkedIn
Nonprofit LinkedIn Learning Center, 2011

Manage your professional contacts and relationships

- Find individuals you know in a professional capacity
- Join networks or groups by industry, geography, or work history
- Participate in discussions
- Recruit attendees to your events
- Invite people to join your mailing list
Basic Anatomy of a LinkedIn Profile

Name, Location, Basic Stats

Your Photo or Your Logo

Work Experience, Now & Then

Information You Share

Communication Options

Your Network and Other Info, Twitter, Websites, Recommendations, etc.
How Social Content Decays: Facebook

**Attentiononomics:**

- Customize content
- Activate passionate customers, staff, friends, and family to re-stimulate conversations
- Optimize for best time to engage

*Life of a Facebook post = 9 hours*
- 90% of clicks happen within 9 hours
- 50% of clicks happen within the first hour

Source: Momentus Media, 2011
How Social Content Decays: Twitter

Over 110 million tweets per day!

Source: Sysomos, 2011

- 71% of tweets get no reaction
- 23% get @reply
- 6% get RT
- 92% retweets are within the first hour
- 85% of tweets with @replies get just one
Building Your Network

Use a variety of ways to expand your network:

1. Send an invitation to your email list
2. Add interactive social icons to your
   - Website
   - Email campaigns (in a sidebar, in the footer)
   - Outgoing email signature
   - Business Card
   - Printed collateral: mailers, flyers, invoices, etc.
3. Put a sign in your storefront banner
4. Add a message to your voicemail
5. Include a note on engage a sale and member discount coupons
Conversations
Social Media Dos: Be the Expert

Focus on the content: share knowledge so people care
- It’s not about you.
- It’s about what you know.

Trade useful information for attention
- Will people talk about it when out with friends?
- Will people look forward to your next communication?
- Will they be inspired to share/tweet/comment on this information?

Inspire trust by filtering the noise
- Be an expert.
- Clearly convey your area of expertise.
Dealing With The Positive

Positive comments are an opportunity to interact and help spread the message. Social networks can be a convenient way for people to share interest, excitement.

1. Comment back

2. Answer questions.

3. Share comments (content!) in other marketing channels.

4. Possibly reward people who took the time to post a positive comment (offline).

Source: SocialMediaQuickstarter.com, 2011
Engagement Starts with You!
Start Conversations, Say Thank You

Belleville Farmers Market
Oh what’s this? No big deal, just a Ticker Pie and a French Silk Pie from the Blue Owl. These plus many more at both stores!!

Belleville Farmers Market
Belleville Farmers Market: Limited selection during the week, a little bit of everything during the weekend. French Silk, Cheesecake, Coconut Cream, Smoked Apple, Peach, Straw, Rhubarb, German Chocolate, etc. 

Chole Van der Merwe
Chole Van der Merwe: Ohhh, their pies are awesome!

Jennifer Tell
Jennifer Tell: How much do they run?

Sara Morgan
Sara Morgan: Yes, how much? I want one!

Belleville Farmers Market
Belleville Farmers Market: $6.95!

Amy Schooner
Amy Schooner: Got Apple??

Marcia Mondt
Marcia Mondt: Ru going to have them all the time?

Belleville Farmers Market
Belleville Farmers Market: October 23, 2011 at 5:00pm · Like
Make Online Conversations Part of Your Presence

Invite direction and feedback, and really LISTEN

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Social Media Don’ts

What NOT to include in your Facebook, Twitter, and LinkedIn updates

- Don’t pitch.
- Don’t overtly self-promote.
- Don’t offer incentives to get reviews or sharing.
- Don’t stray from your areas of business into: personal information, politics, sports, religion, etc.
Turning Negativity into a Great Customer Experience

Negative comments are inevitable: Social networks can be a convenient way for people to vent frustrations.

1. Always reach out to the member.
   - Pick up the phone if possible
   - Use a private message, email, or DM

2. Let your network know that you are addressing the issue.
   - Respond! Show that you are listening and respond positively, publically

3. Always seek to satisfy and delight, not defend.
Managing Your Time

- Managing Your Time and Activities
A word of advice from Gail Goodman, CEO of Constant Contact:

“Keep your time spent in check; doing social media right does not mean doing it a lot.”

- It is important to stay active! 15 minutes a day, 3 times per week is more than most non profits/chapterses.
What Should I Monitor?

1. **Your Brand.** Think about all its possible spellings/configurations. For example: Far and Away Bicycles, Far & Away, bicycles, bikes, etc.

2. **Your competitors.** Spot successful tactics being used by others in your industry (and the not-so-successful)

   For example: Does the newspaper tweet daily? Do the other organizations in your area of expertise have LinkedIn profiles?

3. **Categories, topics, and keywords** of your business.
   For example: writers, reporters, producersm PR managers, blogs, etc.

4. **The experts and influencers in your m.**
Monitor and Manage your Time

Popular time management and monitoring tools include:

- Google Alerts
- HootSuite
- TweetDeck
- RSS
- NutshellMail
Measuring Success

- Defining Social Media Marketing Success for non profits/chapterses and Organizations

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Measuring the Impact of Social Media

To begin, look at:

- What is being said about you?
- Are you seen as an expert?
- How well are you engaging with existing experts?
- Are you reaching new customers en masse?
- How are you reaching specific customers?
Social Media Success for non profits/chapters and Organizations

Test to learn what works!

- Set up specific engagement campaigns to track social media programs that drive to your website (Google analytics)
- How many have read your blog?
- Watch how many are clicking on the social media icons in your own emails.
- Encourage and track how many people are joining your list from social media.
- Monitor Twitter for mentions and retweets; reward those influencers.

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ExactTarget, "Subscribers, Fans and Followers: The collaborative Future." September 8, 2010

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BMT Promotions & Talent is a staffing agency that specializes in finding staff members for conventions, conferences, and experiential marketing events across the country.

Their list has grown from 200 to 8,000 contacts who subscribe to their job openings emails.

They divide contact lists by geography and send them local job openings.

Newsletters are shared on Facebook and Twitter and include the Share Bar for further reach.

Emails can get up to 100 extra views when shared via social media.
Next Steps
Email + Social = Success, Guaranteed.

All of you get a free trial
Sign up for a free Email Marketing trial.
Satisfaction guaranteed.

Arm yourself with the tools, playbook, and coaching to get your first campaign in front of your email subscribers and social networks. Watch your business grow!

For free: 469.524.8818
Terryallenpr@gmail.com

Webinars

Register for our free webinars:

Learn more about how social media marketing can help non profits/chapters and nonprofits optimize marketing efforts.

Terryallenpr@gmail.com

Social Media Quickstarter

Get a Social Media Quickstart!

Get started building connections through social media marketing, today!

Terryallenpr@gmail.com

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