

Social Media *Strategy* – A Few Considerations

Google™

facebook®



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Winnipeg Entrepreneurs eXchange

What does “Social Media” mean for your business?

- ◆ Business is always a “people thing”!

facebook will not replace “face time”

- ◆ It’s about connections...human connections...value-centered, exchange-oriented human connections.

If you accept this starting premise, the question is not “what’s my social media strategy”, it’s “what’s my strategy for connecting with people who will value what I have to offer”.



1. *Connect* with those whose needs match your what your value.

③ This group may give you money, but they're indifferent between you and other competitors.

② These buyers can appreciate what you offer but they don't connect deeply

① These buyers connect deeply with your value

More Effort. More competition. Lower Returns.

Social Media is Networking.

- ◆ **All** networking is about give *and* take (mutual benefit)

- ◆ Think positioning yourself, not selling your stuff
 1. *What value do I/my business offer?*
 2. *Who are the people/communities that would benefit from my offering? (Whose “pain” can I take away?)*
 3. *What are the ways that I can get and stay connected with these people (aka the “right buyers”)?*
 4. *What words, images, etc. resonate best with these people and further prompt them to action?*
 5. *What specific actions do I need to take/persevere with to make/keep these connections?*

- ◆ **Do. Learn. Repeat what works/Drop what doesn't.**

4 Ways to Incorporate Social Media into your business strategy?

- 1.** Branding and communicating your unique value
- 2.** Marketing and prompting action
- 3.** Connecting and participating in communities that are important to your business success
- 4.** Learning and understanding the people you need to connect with and the broader community
Ex. Google search, Google Alerts, RSS Feeds, Technorati

Sample - Google Alerts

The screenshot shows a Windows Internet Explorer browser window. The title bar reads "at - Washington County PA News - www.observer-reporter.com - Windows Internet Explorer". The address bar contains the URL "http://www.observer-reporter.com/or/washnews/02-08-2011-Police-beat-w". The browser's menu bar includes "View", "Favorites", "Tools", and "Help". The search bar shows "Google" and a search button. Below the search bar, there are links for "Suggested Sites", "Web Slice Gallery", and "Windows Media(1)". The main content area displays a search result for "Washington County PA News - www.obs...". The search results include a search bar with the text "andes", navigation buttons for "Previous" and "Next", an "Options" dropdown menu, and a "1 match" indicator. The search results are as follows:

WASHINGTON

Drug charge: Ryan Cargnello, 20, of 29 E. Hallam Ave., Washington, will be charged with possession of drug paraphernalia after Washington police found him with two pipes and a roach clip during a traffic stop Friday at Donnan and Terrace avenues.

Pizzas stolen: Mike **Fernandes** of Canton Township told Washington police early Saturday that a pizza bag containing two pizzas was stolen from his vehicle while it was parked in the 300 block of East Chestnut Street. He had been making a pizza delivery for Domino's to a dormitory at Washington & Jefferson College.

Mirror broken: Ryan King of 190 E. Katherine Ave. told Washington police Saturday that vandals broke the driver's-

My Recommended Business & Social Media Blogs

- ◆ <http://www.twistimage.com/blog/>
- ◆ <http://www.conversationagent.com/>
- ◆ <http://sethgodin.typepad.com/>
- ◆ <http://sinekpartners.typepad.com/refocus/>

Final Thought...

Take your time. Think about your
business!

Invest your time too. Make it happen!