



# Social Media Marketing for Business



BUSINESS OF TENNIS FORUM

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## What is Social Media Marketing

- Social media marketing refers to the process of gaining traffic or attention through social media sites.
- Social is more than just having a presence on Facebook and Twitter. It's about fostering relationships, building engagement, increasing brand awareness and, essentially, increasing sales.



## Search and Social Media

- Social media often feeds into the discovery of new content such as news stories, and “discovery” is a search activity.
- Social media can also help build links that in turn support into SEO efforts.
- Many people also perform searches at social media sites to find social media content.
- Social connections may also impact the relevancy of some search results, either within a social media network or at a ‘mainstream’ search engine.
- Paid search is a great online advertising medium for driving visitors to your website based on user intent (i.e. their search query). But what if there are no identifiable (or affordable) keywords you can bid on to drive traffic? And what about those businesses that want to create brand awareness rather than capturing user intent?



## The Audience

- Facebook 1,100,000,000
- Twitter 310,000,000
- LinkedIn 255,000,000
- Pinterest 250,000,000
- Google+ 120,000,000
- Instagram 100,000,000

Estimated unique monthly users – April 1, 2016 (eBizMBA)



## 1. Identifying your target...

- Having a social media profile for your business is the first step of awareness. You want to be where your customers are and, given the numbers we've just seen, they're on at least one social media platform.
- Determining who your audience is will be key in what social platform you use to share content.
- Define your target audience, and then choose the best networks with which to reach them.



## 2. Awareness...

- You can easily build brand awareness by utilising social media, but it has to be done right. Just having a social media account does not create that awareness.
- Make sure to post consistently, provide value and engage with your followers. This will help you extend your social reach and increase brand awareness.



### 3. Relationships/retention...

- Relationships can easily be fostered through social media. What's so great about social media is how all interactions, for the most part, are public. That transparency in communications will lead to trust in your brand.
- Build relationships with your current customers, communicate with them, and it may just be what keeps them coming back for more.



## 4. Customer service...

- Social media has provided almost unlimited ways for businesses to reach, interact and engage with customers. Gone are the days of calling a business or emailing for a prompt response.
- The quickest, easiest and most efficient way to reach out is via social, which many people have apps for on their phones. This can include a customer sending the company a message on Facebook or tagging consumers in a tweet.



## 5. Social opt-in...

- A priority of all marketing campaigns should be to gather data about your customers. Every time someone “likes” something on Facebook or follows a Twitter account, data is being generated about that person that someone will find beneficial.
- Next time you run a contest or offer a coupon, create an opt-in process to grant access. Have users log into one of their social media accounts in order to participate.



## Summary...

- Use social media to identify your target audience, hold a consistent presence across your accounts, and engage with your customers, and make social data a priority in your marketing.
- Data is the fuel that powers your social media strategy. Having the right tools to collect data and knowing what to do with that data are crucial to your business.
- Social media advertising helps businesses find new clients by using users' own shared information to identify interest. Rather than reactively targeting users who search a certain term, social media advertising proactively targets relevant users before they even begin their search.
- Social networks are a good option for advertisers because of the advanced targeting options, reliable conversion tracking, and prevalence on mobile devices.



## The story so far...

- Aug 2013 – Investment from the Dragons’ Den.
- Feb 2014 – Worked with ib3 to build a new website
- Jun 2015 – Resumed ad spend in traditional media and also placed £20 on a sponsored Facebook post
- £20 spend resulted in 60 visitors and £200 turnover.
- Scaled-up and enjoyed from 5 to 12 times ad costs.
- Apr 2015 – Monthly turnover £2½K
- Apr 2016 – Monthly turnover £300K
- One million visitors in past 12 months, of which 75% came from social media platforms.
- Social media activity has opened other doors too!



**Thank you!**



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