



IOWA ASSOCIATION  
OF BUSINESS & INDUSTRY

# Solutions Tour: Social Media 101

*Presented by*



# What is Social Media?



# Applicable to Business

- Importance of Online Presence
- Brand Identity and Reputation
- Customization/ Personalization





View Updates

1000+ Free Songs Now Available to Download at www.myspace.com/windows ^AW

Information

Founded: 2007

Fans

6 of 104,667 fans See All



Allen Kelly Ann- Sacha

Become a Fan

Microsoft Windows

- Wall Info Video Photos Discussions Boxes >>

Filters



Microsoft Windows Check out some of these favorite tips and tricks videos for Windows 7 from one of our Windows Clubhouse community members. Have you found any other great Windows tips and tricks videos? If so, feel free to share them.

Getting Started with Win 7 - My favorite Videos

Source: clubhouse.microsoft.com

Anyone reading this blog won't be surprised at my enthusiasm for Windows 7. I'm addicted to the new features, stability, speed and ease of installation. As someone who is always searching for more information ...

5 hours ago · Share

64 people like this.

View all 20 comments



Marc Tramonte http://www.computerweekly.com/Articles/2006/01/06/213564/linuxunix-bugs-outnumber-windows-flaws-three-to-one-in.htm about an hour ago · Report



Daniel C K Tan Mac is overpriced for me. I do not need aesthetics. I want functionality and reasonably priced machines.

Also, Mac do crash and hang like Windows when we use it to run resource intensive applications. 54 minutes ago · Report

Create an Ad

Facebook Pages



Facebook Pages help discover new artists, businesses, and brands, as well as connect with you already love.

More Ads



# Marketing/Advertising Planning

## Successful Planning Includes Both:

- Traditional Marketing
- Social Media Strategies





# Case Study: Obama Campaign





# Case Study: Obama Campaign



OBAMA '08

**CHANGE**  
WE CAN BELIEVE IN

JOIN THE MOVEMENT

Email Address

Zip Code

**LEARN MORE**

PAID FOR BY OBAMA FOR AMERICA

CONTINUE ↔ WEBSITE





# Case Study: Obama Campaign



# Social Media Planning Strategies

- **Define Social Media Goals**
  - Increase brand awareness?
  - Sell more product?
  - Gain new customers?
  - Increase website traffic?



Define  
Your Goals

Know Your  
Customer

Know Your  
Identity

Secure  
Your  
Brand

Track Your  
Brand

Set Your  
Metrics

Review,  
Revise,  
Repeat

# Social Media Planning Strategies

- **Know Your Customer**
  - Online preferences
  - Social networking sites
  - Listen
  - Use what you create
  - Lead generation
  - Secondary audience possibilities



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# Social Media Planning Strategies

- **Know Your Identity**
  - Company story
  - Stick with your identity
  - Transparency
  - Employee guidelines



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# Social Media Planning Strategies

- **Secure Your Brand**
  - Check your username
  - Knowem.com



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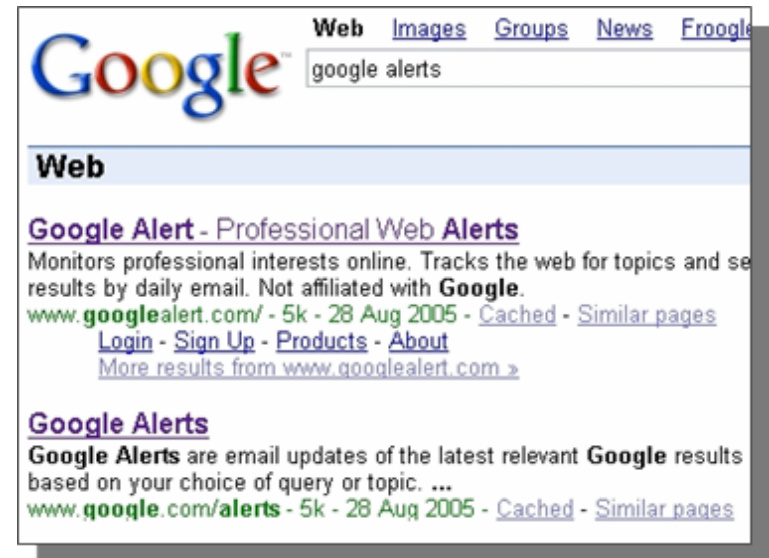
Set Your  
Metrics

Review,  
Revise,  
Repeat

# Social Media Planning Strategies

- **Track Your Brand**

- Google Alerts
- Radian6
- Google Analytics
- Statcounter



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# Social Media Planning Strategies

## • Set Your Metrics

- You must measure
- What is success?
- Qualitative vs. quantitative



Define Your Goals

Know Your Customer

Know Your Identity

Know Your Brand

Track Your Brand

Set Your Metrics

Review, Revise, Repeat

# Social Media Planning Strategies

- **Review, Revise, Repeat**
  - What is going well?
  - What isn't?
  - Where are the most customers?
  - Can tools be used differently?





# Summary

## The Future is Now and it's Digital

- Update and optimize your website.
- Use traditional and new/social media.
- Research your online customers/traffic.
- Recognize measurement online.



# Thank You!



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# Solutions Tour: Social Media Panel Discussion

*Presented by*

