

SHAW ACADEMY NOTES

**Diploma in Social Media
Marketing**



Targeted Lead Generation on Twitter – Helping your buyer find you.

What platforms are out there? More than anything we need to understand the landscape of what platforms are out there and the strengths and weaknesses of each. On top of that we then need to find out exactly where our users/ideal customers are lingering online? Where do they spend time, what are their habits and how do we appeal to all of the above? You can conduct focus group research on this with your current users to help you understand what their habits are – you can also ask them in open ended surveys, or closed ended. Remember, you're selling/marketing to human beings and all human beings like to talk about themselves. Ask them tactfully and you'll find the answer(s) you need. Once you know where they are start marketing to that platform. Since Twitter is so widely used for B2B and B2C audiences, it's a good place to start and you can generate a reasonable ROI if you plan a campaign well. Remember we cover actual campaign building on the advanced course – you'll learn how you're going to build profitable campaigns that accelerate and sky-rocket sales figures.

The mechanics of Twitter:

Tweet = a posting made on Twitter, of 140 characters or less.

Mention = a mention is any tweet that includes the use of another user's username (“@username”) within the body of the tweet.

Retweet = to post or forward another user's tweet on Twitter

Hashtag = a word or phrase on Twitter preceded by the hash sign (#) to identify messages on a specific topic.

Case Studies: LG Ticket Hunter – key points: Create engagement, Test the waters by giving your customers free stuff, Design the campaign such that engagement is a must for the users, target your campaign using Twitter Ads. Remember, build relationships and don't talk about yourself – use social media as a way to connect with your customers and the theme of any campaign should make the customer feel like you care about them, you want them to have value, and you are not asking for anything. This requires god content marketing skills which are further explored in the Advanced Diploma.

Content: You must think of this like any walk of life. Do you prefer talking to people who are interesting and give you the impression that they are interested in you, or do you like talking to people who only want to talk about themselves and don't care about your

affairs? Exactly – it's the former, right? So use this common sense thoroughly throughout your content, it should subtly scream to the customer that you are there to add value to their lives and that you are chiefly concerned with doing just that. Once you earn their trust in so doing, engagement follows which then develops into sales – but make sure you've optimised all stages of the funnel! To understand how to optimise your funnel we'll cover this during the advanced course in masterly detail.

Twitter ad: Rich Media (Video/Images etc) Generate 330% more engagement. Remember it needs to be mobile friendly as approx. 82% of Twitter users are mobile!

Target Audience: We need to carry out a degree of market research and competitor analysis. We can carry out competitor analysis online, offline, pay for it or do it ourselves. When we are carrying out competitor analysis, we can look at their Alexa score. Also, we can investigate the competitor on the website, Owler.

<https://www.owler.com>
<http://www.alexa.com/>

Organic vs. Paid for: Guys, the days of organic searching reaching our content is gone – we need to pay, but pay smartly. That mean we need to be exceptionally targeted within our marketing approach. No guess work (except for A/B testing) and at all times we need to ask ourselves if we are getting to know our customer better. Here's a great article. <https://www.marketingdonut.co.uk/customer-care/understanding-your-customers/understand-your-customers-better-with-big-data>

Getting Traction: It's important to build a profile for your brand – but not without a having a strategy. Get to your customers by piggy-backing off current 'influencers'. Use Klout.com to find those people and start following/tweeting their content which after a time will engender them to do the same. Remember you can even find out the metadata of their followers through Klout.com – don't pay if you can get it for free.

Stay up to date: Use tools like SocialMediaExaminer.com to find out the latest trends in the industry you're in, but also in the social media industry in general. You'll also get great ideas about which you can blog yourself!

Time is your friend, and enemy: You need to quickly respond to activity surrounding your campaign on Twitter. Failure to do so ultimately creates more harm than good – it sends a message that you don't care, or perhaps reduces your perceived authority. This may seem petty but users care about how quickly you respond. Don't over burden yourself on social platforms – use one, and use that one effectively. Learn to manage that workload then expand as you grow.

Growth Hacking: This is a hot topic – everyone is wondering what it's all about? It basically means to avail of readymade user-bases to accomplish your lead acquisition goals, at a cost of little to nothing. Think of it as ultra-smart marketing. It also has to do with product development but we'll leave that conversation until the Advanced course. Our example focused on blending these three ideas: get more users to see your product, do it smartly through common sense, do it for free. More on this in the coming lessons too.

Thank You