

The Business

There are so many different types of business;

Different Sectors

Leisure, Business Services, Retail, etc.

Different Business Models

Business to Consumer - B2C

Business to Business - B2B

To Government, Charity, Peer

Different Legal Structures

Sole Trader, Public Sector, Education,
Small Medium Enterprise (SME),
Enterprise / Corporate, International,
Charitable / Not-for-profit / Voluntary Sector

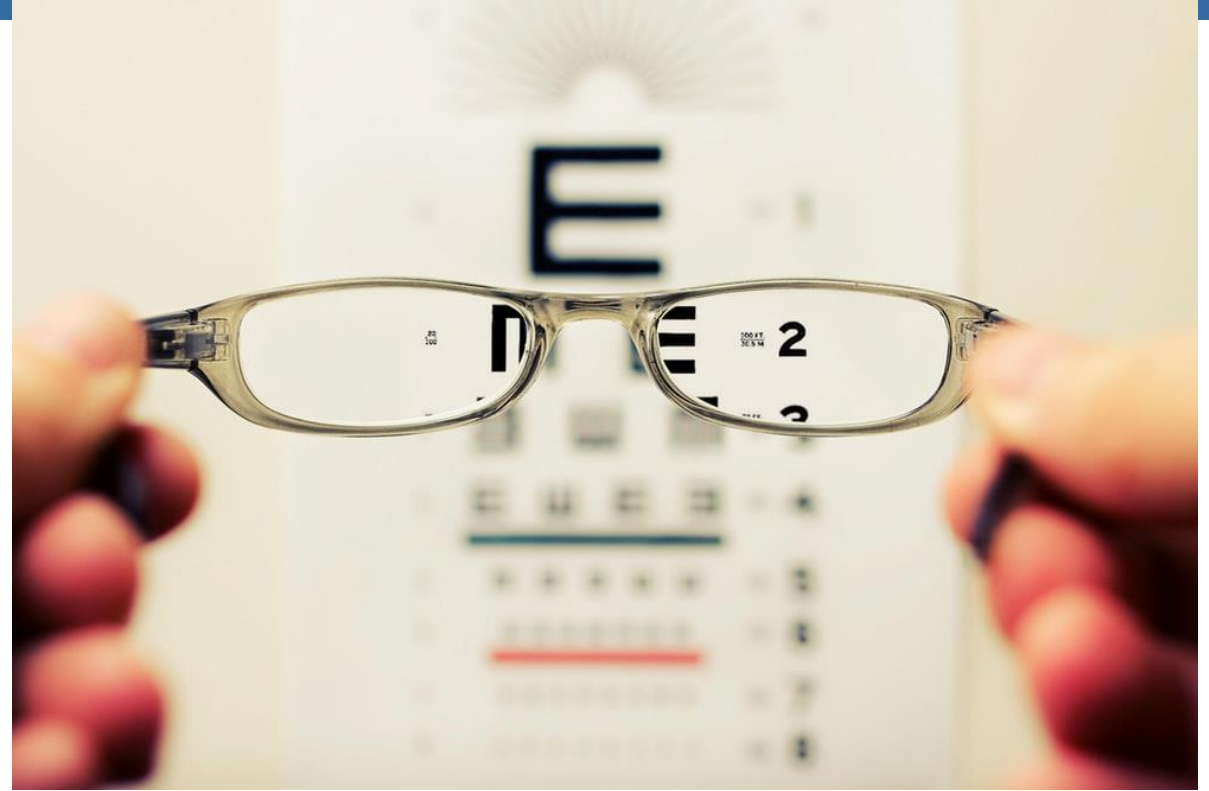


The Business

It's important every business has a vision;

Why does it exist, what is it's purpose for it's customers.

Having a vision will give your business a clear focus, and can stop you heading in the wrong direction.



The Business

A business should have clear aims and objectives;

These should help achieve the businesses vision.

Aims are statements of intent. They are usually written in broad terms. They set out what you hope to achieve at the end of the project.

Objectives, on the other hand, should be specific statements that define measurable outcomes, e.g. what steps will be taken to achieve the desired outcome.



To achieve the aims and objectives, there needs to be clearly defined goals;

But these need to be SMART to be worthwhile:

Specific – outline in a clear statement precisely what is required.

Measurable – include a measure to enable you to monitor progress and to know when the objective has been achieved.

Achievable – objectives can be designed to be challenging, but it is important that failure is not built into objectives. Employees and managers should agree to the objectives to ensure commitment to them.

Realistic - focus on outcomes rather than the means of achieving them

Timely - (or time-bound) – agree the date by which the outcome must be achieved.



The Business

For Example... A Restaurant

In the Leisure sector

The model could be B2C or B2B

It's vision might be to give their guests "Absolute Guest Satisfaction"

The aim could be to "Become the restaurant of choice in the local area"

Some objectives might be to "Be seen as the best vegan restaurant, popular with local businesses, premier private dining venue, top 3 on TripAdvisor"

A goal could be to "Achieve 20% increase in week day covers within 6 months"



Brand & Values

What is a business' Brand?

A business could have one, or multiple brands.

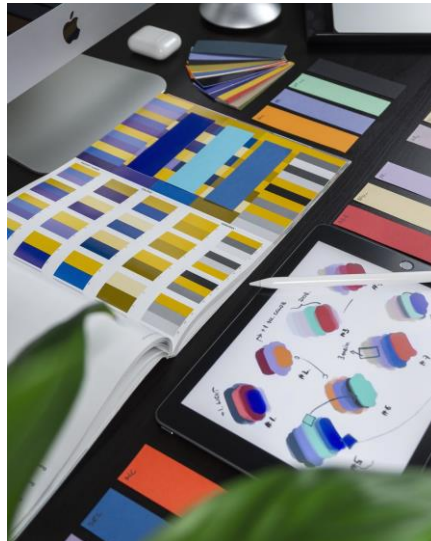
They could be different products or services.

Often using different Colours, Fonts or Logos.

Branding is often used to portray the business' feeling;

Luxurious

Cheap



What is a business' Values?

Often linked to the vision of a business.

What does the business stand for?

What's important to us?

Statements relating to;

Customer Service

Ethics

Environmental

Brand & Values

Who is a business' Audience?



Who do you need to communicate with?

Customers

Prospects

Suppliers

Social Media Influencers

Business Partners

Staff

Competitors

How does a business communicate it's brand and values to it's audience?

Face 2 Face

Networking, Exhibitions

Physical Media

Leaflets, Newsletters, Banners, Business Cards,
Brochures, Promotional Items, Premises

Digital Media

Social Networking, Website, Blog, Email, Video

Telemarketing

Cold Calling, Account Management Calls

Don't forget the Staff Experience –
Phone, Accounts, Deliveries

The Business

For Example... The Easy Group

EasyJet, EasyCar, EasyHotel, EasyProperty, EasyGym, EasyDogWalker... 22 of them!

Consistent Logo – Colour and Font

Consistent Values – no-frills service



Consequences

So what are the Consequences of a business using Social Media?

It's takes Time

- to learn how to use it

- to implement using it

- to appropriately manage it

It costs Money

- for training

- to outsource

- for software to schedule or monitor

What about when things go wrong?

Crisis management

What's the impact on different sizes and types of business?

Sole Trader

Small Medium Enterprise (SME)

Enterprise / Corporate

International

Public Sector

Education

Charitable / Not-for-profit / Voluntary Sector

Amplification

Amplification happens when your content is shared, either through organic or paid engagement, within social marketing channels thereby increasing your word-of-mouth exposure.

Amplification works by getting your message promoted (amplified) through employees, customers, industry partners, fans and influencers.



The potential benefits are

- Increased Visibility
- Increased Awareness
- Improved Credibility
- Increased Website Traffic*

The potential consequences are

- Negativity
- Speed of Spreading
- Increased Demand
- Managing Procedures and Training
- Increased Website Traffic*

Engagement

Social media engagement measures the public shares, likes and comments for an online business' social media efforts.

Engagement has historically been a common metric for evaluating social media performance but doesn't necessarily translate to sales.



The potential benefits are

- Increased Trust, Credibility and Authenticity
- Better Relationships
- Improved Customer Service
- Getting across the Personality of the business
- More Feedback

The potential consequences are

- Open to more Criticism
- Inappropriate Conversations or Comments
- Breach of Confidentiality
- Increased Resources
- All of the above!

Factors

So is Social Media a good thing for all businesses?

No.

Market. Message. Media.

Who's the target Audience?

Facebook, LinkedIn, SnapChat

What's the Business Type?

One Person or a Team

What's the Business Brand?

How do you want to sound to your audience

What Resources does the Business have?

Time to manage

Budget to outsource

What Content do you want to share?

Short or Long Text

Images or Video

Market Condition

Is your product or service new – does the audience need educating?



Marketing Plan

Why would you want to use Social Media in your business?

Build Awareness

Get new Customers

Listen and Engage with different Audiences

Provide Value by sharing

Improve Customer Service



Social Media and Digital Marketing

Social Media is just a tool in the Digital Marketing Toolbox



Digital Marketing

Drive people to a Web Page

Take Action

Enquire

Buy



The Different Tools & Channels

So what does Social Media include?

Facebook, Twitter, Instagram?

It's so much more than just the main social networking platforms.

SOCIAL – where people interact with people



Social Networking

Facebook, Twitter, Instagram, LinkedIn, etc.

Blogs

Video

Podcast

Websites (Membership)

Forums

Email newsletter

Wikis

The Different Tools & Channels

So What's right for your business?

Market

Message

Media

What's your Message?

What content do you need to share?

How do you need to engage with your target Market (Audience)?

Which Market are you talking to?

Customers, Competitors, Influencers, Suppliers, Partners, Staff?

Social Networking

Facebook, Twitter, Instagram, LinkedIn, etc.

Blogs

Video

Podcast

Websites (Membership)

Forums

Email newsletter

Wikis

CHOOSING THE RIGHT SOCIAL MEDIA PLATFORM FOR YOUR BUSINESS

							
DEMOGRAPHICS	1.3+ Billion users Ages 25-54 60% Female	600 Million users Ages 18-29	70 Million users Ages 18-35 80% Female	1 Billion users All ages	600 Million users Ages 30-49	200 Million users Ages 18-29	200 Million users Ages 25-34 67% Male
PURPOSE	Building Relationships	News & Articles; Conversation	"Scrapbooking"	Search "How To"	News & Articles; Conversation	Building Relationships; Conversation	News & Articles
BEST FOR	Building Brand Loyalty	Public Relations	Lead Generation; Clothing, Art & Food Businesses	Brand Awareness; Service industry	Business Development; B2B Businesses	Lead Generation; Retail, Art, Food, Entertainment, & Beauty Businesses	SEO; Tech/Design Businesses
DOWNSIDE	Limited Reach	140 characters or less	Images only; Very specific demographic	Resource intensive	Limited interactions	Images only	Not as widely used

The Business

For Example... A Restaurant

How could a restaurant use...

- Social Networking

 - General Public

 - Business Customers

- Blogs, Video, Podcast, Email Newsletter, Video

 - New dishes

 - Where food comes from

 - Preparation

 - Presentation

 - Engagement

- Websites (Membership)

 - Private members area for recipes



Evaluation

What are you trying to achieve?

- Brand Awareness

- Engagement

- Positioning

- Sales

What other factors should you consider?

- Once again it comes down to Time and Money

- Financial Cost, Time Resources, Training

- Timescales of the campaign

- Perception and Reputation

- Management and IT support

Social Networking

- Facebook, Twitter, Instagram, LinkedIn, etc.

Blogs

Video

Podcast

Websites (Membership)

Forums

Email newsletter

Wikis

Don't forget the resources to create the content!

Measuring

Market

Message

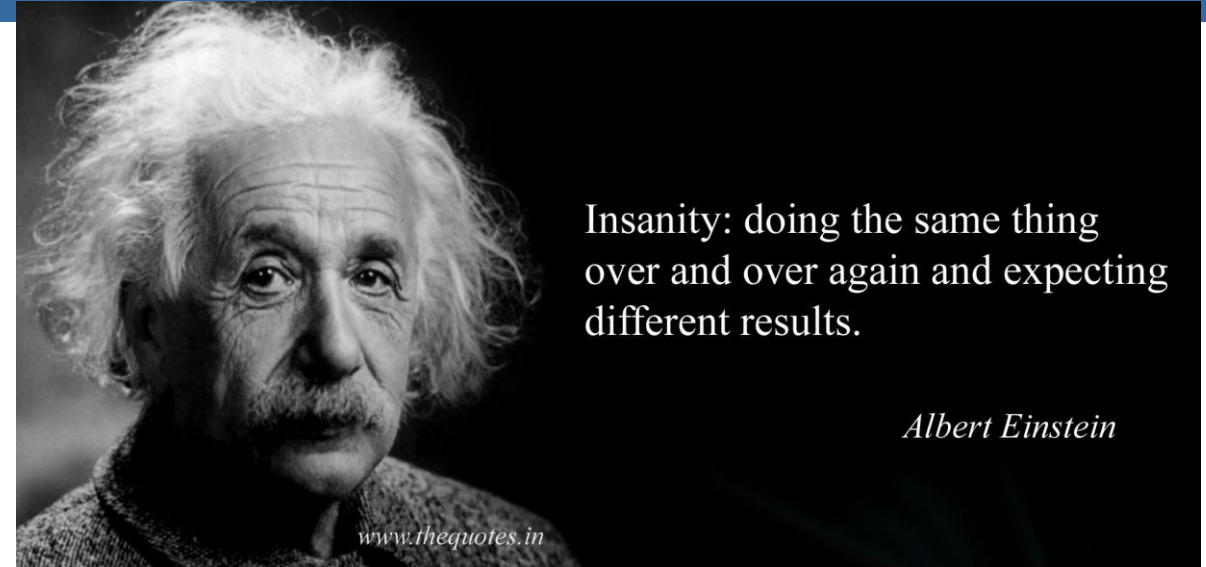
Media

Measure

If we don't measure, how do we know what's working and what's not?

If something is working, we want to scale up and do more – Return on Investment!

Save Time and Money.



Identify changes in
Sentiment (Opinion)
Perception
Trends

SMARTER

Specific

Measurable

Attainable

Relevant

Timely

Evaluate

By evaluating your goals, you'll be much more likely to achieve them.

Readjust

If you find yourself pursuing a goal but continuously hitting a brick wall, readjust your method and techniques.

Quantitative not Qualitative

Numbers not Emotions

SMARTER goals will be different for each social media tool/channel.



An Example

Weddings

The campaign involved Google and Facebook

Driving people to a website to book a free venue viewing

In one month

Google generated 17 appointments at a cost of £126

£7.41 per appointment

Facebook generated 7 appointments at a cost of £43

£6.14 per appointment

Which one would you ramp up?

Four months later, booking from appointments were analysed

3 bookings came from Google - £42 per sale – average sales value £11,000

1 booking came from Facebook - £43 per sale – total sales value £7,000



Tools for Measuring

Manual or Automated

Google Analytics

Social Network Platform Analytics

Paid Analytics

Reporting Tools

Aggregate data and send a regular report

The need for Human Analysis



Success for Different Businesses

Sole Trader

Small Medium Enterprise (SME)

Enterprise, Corporate, International

Public Sector, Education

Charitable, Not-for-profit, Voluntary Sector

Awareness

Engagement

Perception or Sentiment

Customer Service

Sales

Policies and Guidelines

A business should have a policy that covers

- Staff use of Internet during work time
- Staff behaviour online, both in and out of work
- What constitutes appropriate personal use
- Importance of personal online privacy
- The business' brand and values for consistency
- The business' tone and manner for consistency
- Corporate code of practice
- The complaints process
- Staff training requirements
- Staff code of conduct
- Crisis management procedures
- Non disclosure and confidentiality



Reputation

There needs to be a defined process in place to either

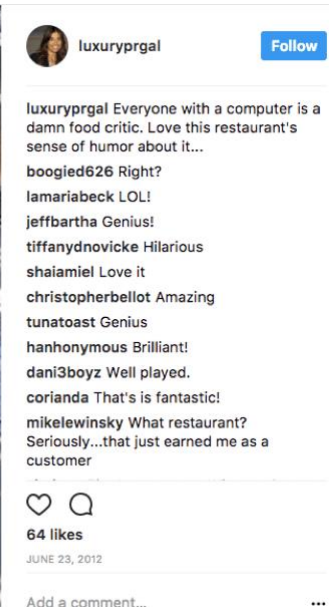
- Capitalise on success

- Remedy and limit the damage

“It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently.”

[Warren Buffett](#)

The problem is, these things tend to happen out of hours!



Perception in Reputation

“the way in which something is regarded, understood, or interpreted”

Perception changes need to be managed

- Feedback needs to be taken and acted upon

- Improvements need to be celebrated

Listen

- Social Networking Listening

- Google Alerts

Surveys are great for gathering insight into a business' perceived reputation.

Net Promoter Score is a management tool that can be used to gauge the loyalty of a business' customer relationships.

Results or feedback should be acted upon and responded to and sent to the relevant teams within the business.

Staff could be incentivised to improve.

Examples

Online Reputation Management Tips: 3 Brands to Learn From

<https://adespresso.com/blog/online-reputation-management-tips/>

5 examples of online reputation management done right

<https://www.smartinsights.com/digital-marketing-strategy/online-reputation-management-done-right/>

6 Shocking Reputation Disasters That Rocked Big Names And Brands In 2018

<https://www.igniyte.co.uk/blog/6-shocking-reputation-disasters-rocked-big-names-brands-2018-igniyte/>

[73 percent](#) of consumers say positive customer reviews make them trust a business more

79 percent of consumers trust online reviews as much as personal recommendations

[90 percent](#) of survey respondents claimed that positive online reviews influenced buying decisions. In comparison, 86 percent said buying decisions were influenced by negative online reviews

As many as [94% of customers](#) say that a negative review convinced them not to do business with a brand

TSB's IT failure

It will be remembered for all the wrong reasons and has been dubbed one of the worst IT system failures in banking history.

As if TSB's computer crisis wasn't bad enough, the bank's poor handling of the situation made it a major reputation disaster.

When the company rolled out a new IT system, their teams took to social media to toast their own efforts. But over the next few days panicked customers began reporting they were locked out of current accounts, unable to access security details and cut off from their own mortgage details.

Small businesses couldn't pay staff and families were left without cash. The bank took days to respond with insiders revealing there had been worries about the system from the beginning.

It cost TSB more than £175 million, they received more than 95,000 customer complaints and they lost 12,500 customers in the aftermath of the IT failure. The bank Chief Executive stepped down, but the damage was already done.

TSB really needs to take what its learned from its mistakes and turn this to its advantage heralding change, but also ensuring that it has a much better crisis management plan in place should anything like this occur in the future. A new, improved facility is now in place but a slew of compensation claims are likely to cost TSB millions.

<https://www.igniyte.co.uk/blog/6-shocking-reputation-disasters-rocked-big-names-brands-2018-igniyte/>

Why is Monitoring Important?

Market Intelligence

Insight into Strategy

Identify Opportunities

Find Influencers

Discover Best Practice

Listen to Conversations

Learn their Customers' Problems

Competitive Advantage



Follow and Engage with Suppliers or Non Competitors

Problems with their Website - Conversion

What Social Platforms are they using?

How well are they using each?

Review conversations / engagement

Improvements

- Missing a tools / channel

- Broadcasting not Engaging

- Incomplete Profile

- Poor Quality Images, Video, Content

- Inconsistent Tone, Manner, Brand

How to Monitor

Manual

The manual way is just to follow them

Undertake an audit of their account periodically

Listen and watch how they use social media tools

Spread the work out within your team if possible

Automated

Use automated software to monitor your competitors

sproutsocial.com

socialbakers.com

skuuudle.com

semrush.com

mention.com

Google Alerts – not so good for real-time

