

# Using Social Media

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## Industry Analysts, Inc.

- \* Since 1974
- \* Rochester, NY
- \* What's Happenin' Report
- \* Andy Slawetsky, background



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# Social Media

- \* Old Way
  - \* Phone book
  - \* Newspaper
  - \* Radio/TV
  - \* Traditional signage



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# Social Media

- \* New Way
  - \* Twitter
  - \* Facebook
  - \* Website
  - \* Google



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## Social Media

- \* Twitter – 305million monthly users
- \* Facebook – 1.55 billion monthly users
- \* LinkedIn – 400million users
- \* Yelp – 95 million reviews
- \* Do you have a strategy to effectively reach these people?
- \* Engaging with companies and people on a social level
- \* 75% of adults use Facebook

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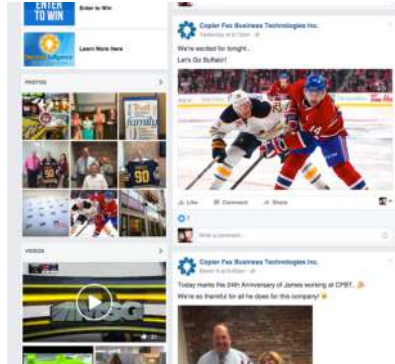
## Platforms

- \* Facebook
- \* LinkedIn
- \* Newsletters
- \* Twitter
- \* YouTube
- \* Yelp



## Platforms

- \* Facebook
  - \* Pictures
  - \* People
  - \* Local athletics
  - \* Give people reasons to come back
  - \* Employees – Ask them to make sure their Facebook pages are set to private



## Platforms

- \* LinkedIn
  - \* All your sales people should be on here
  - \* Be professional
  - \* Reps are a reflection on your company
  - \* Your customers will look your reps up
  - \* Use it as a research tool before cold calling



# Platforms

- \* Twitter
  - \* Monitor local news
  - \* Easily put your brand in front of thousands
  - \* No cost
  - \* 140 characters in “Tweets”
  - \* Include pictures with Tweets
  - \* Support your customer’s Twitter efforts
  - \* Engage with local companies



## Platforms

- \* YouTube
  - \* Your own personal TV Station
- \* Post
  - \* Commercials
  - \* Product videos
  - \* A walk through of your showroom
  - \* Open houses
  - \* Holiday parties
- \* Post links on your Facebook page



## Platforms

- \* Yelp
  - \* Customer reviews
  - \* Claim your Yelp page
  - \* Ask your customers to write one
  - \* Add a Yelp link to your website



## What Can You Do?

- \* Sign up
  - \* Or assign to someone on staff
- \* Pay attention
- \* Engage
- \* Be fun
- \* Pay attention to what works



## Questions?

