

SOCIAL MEDIA MARKETING

# FAQs/Sales Training

**Much of this document is written in a style as if speaking to a client. This is done for training purposes.**

**ⓘ Important Note**

This document is for internal use only and should not be given to clients.

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## **What is the best way of getting social media marketing leads?**

One of the best ways to get social media sales is to speak to clients or prospects about social media marketing and how their competitors are engaging in it (see below), however we are often asked how we suggest getting the leads to call. Our dashboard (by now, hopefully, white labelled as you) comes with a fantastic sales lead tool built into it.

All accounts come with free signup area, which allows the customer to see and use the dashboard before they purchase it. Within your reseller dashboard you will be able to identify these users and also see how much they have engaged with the dashboard i.e. how many times they have logged in, how many social accounts they have connected, how much content then have scheduled. This then provides you with valuable information to sell the content writing service.

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## What is the best technique for engaging a clients interest in social media marketing?

We have found that a great question to ask a client on the telephone is: "Do your competitors use social media marketing?"

This question can be answered in three ways – and each of these ways is a positive route to market your social media service to them:

1. **"No"** - "Wow! That is great news, so by actively engaging in social media marketing you will instantly gain a huge advantage over your competitors. You'll also be able to increase your perceived industry authority in comparison and enhance your trust worthiness to new clients".
2. **"Yes"** - "OK. Interesting, so it's going to be important to you to actively market your business via social media to ensure you keep up. Don't worry, we'll take a look at your competitors in a minute, it's very unusual for people to be doing a good job, I'm sure we'll see some weaknesses in their campaign that you can use to your advantage. Lets take a look at them..."
3. **"I don't know"** - "OK, well it's easy enough for us to find out, it will be interesting information for you to know and it'll only take a few minutes of your time... lets take a quick look".

Asking the client to name a few competitors, then checking their websites for social media links is an easy task. Then check those social media campaigns to see how often they are updated, and how well managed they are. If they are non-existent, offer poor industry authority or are updated infrequently then this is an opportunity for your client to race ahead of their competitors. If they are well managed, then your client really has to engage someone to handle their social media for them to stand any chance of keeping up. It's win, win, win.

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## What to expect from the content that we write:

It is important for the happiness of your clients (and hence the length of time they will keep the service running) that the service is not oversold.

We provide an excellent, and cost effective, level of basic social content.

The content we write is written as your customer and is self-promotional and positive about their company.

It is keyword rich and includes researched hashtags that will help promote their business in social media.

We prepare the content in advance (you and your customers will see it 7 days in advance, but we might have prepared it weeks before that). As such we do not get involved in short lived promotions that the customer is offering; if they have an ecommerce website we would talk about categories and sub-categories and core products but not specific products if they are one off items or carry low stock levels.

The control panel is there for either the reseller or the customer to get involved with the really exciting part of social media, such as short lived promotional codes, shouting about their attendance in the build up to an exhibition or raising awareness of a day raising money for charity.

We are there in the background writing keyword rich content about your customer's business to ensure that their social media feeds are active and demonstrate their industry authority. Take a look at the Business Profiler that we work with (you can find this in your Admin control panel under the Resources section / Client Documents) along with your customer's website.

We also research the industry or sector that your customer is in and write hints and tips, advice, facts, historical trivia and find links to useful websites that relate to their industry. The quality of the content that we write is also partly dependent on how well the Business Profiler document is completed.

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## What are the general benefits of using social media marketing?

Like the fax machine of the 1980's and email of the 2000's, Social media marketing has gone from being a "business option" to being a "business essential", and yet you still have time to get ahead of your competitors.

The main benefits to running a social media campaign are:

### **Improve your websites conversion rate**

You will see an increase in your website conversion rates. The amount of website traffic (or visitors) compared to the number of sales (or leads) you get is called the sales conversion ratio, if you monitor this ratio before and after installing an embedded Twitter feed you will see it improve. People are re-assured by the presence of a regularly updated Twitter feed on a website (hours, not days). It shows professionalism and clearly displays that your site is "open for business".

### **Brand recognition and repeat exposure**

Your social media followers or browsers are in an environment they are comfortable in. It is the very best place for you to place your brand and have them take notice. It is said of traditional advertising that a potential customer has to see your advert seven times before taking any action. This is your opportunity to get your brand under their noses without being pushy.

### **Getting ahead of your competitors**

Do your competitors use social media? Most of your competitors will probably not be doing a good job of embracing social media, so this is your chance to race ahead. If they are engaging well in the social networks then you must get involved or you risk being left behind and losing your audience to your competition.

Your potential customers or clients are engaging in social media personally, whether you like it or not. When they visit a website they expect to find a social media presence and will judge you if there isn't one – or worse if they find one that hasn't been updated for weeks or months.

### **Grow your marketing power**

As your followers increase your marketing power increases. Initially the SEO benefits of social media are all that you are interested in, but over time you'll gain a loyal following, who you can market to at any time – at zero additional cost! The more following you have – the more people want to join in and get involved. It's the "crowd effect" people always want to see what the crowd is interested in, and they join the crowd!

### **Improve your authority**

When people see you have a busy social network in your chosen field they will automatically associate authority with it. Your business will be seen as having increased credibility and specialist knowledge.

### **SEO (Search Engine Optimisation)**

Google has placed more and more prominence in what are commonly referred to as "social signals". Your social media marketing campaign will tick a lot of boxes for Google but we've found the very best way to get an SEO benefit from your social media campaign is to embed your Twitter feed into the homepage of your website. This constantly change text is

just the type of thing that pushes Google's buttons and can help propel your website up the rankings, resulting in more visitors and more sales. We can help embed the feed into your site.

### **Website traffic**

This goes hand in hand with SEO – because Google could be giving you more traffic – but as your social media campaign grows and matures you will also see more and more direct traffic from the social networks.

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## **What are the benefits of outsourcing your social media campaign?**

### **ALSO SEE OUR PDF “WHY YOU SHOULD OUTSOURCE TO US”**

Social networks are a fast paced technology and you have to invest a lot of time on the details to maximise your social media success. That's before working out the effect each account has on Google, and what difference keyword density makes to your social media campaigns. Somewhere in all that learning – you also have to post 4 or five times per business day to be seen as “socially active” and benefit appropriately.

Since Google loves unique images, tagged and posted, you also need to ensure you create and upload at least a few of those per week, per account. They also take a boring looking Facebook page and make it look fantastic.

The very best way for your business to benefit from a social media campaign is if you outsource the “heavy lifting” to us. We know the exact recipe of a social media campaign that gets Google's heart racing as well as providing an interesting and authoritative set of posts that your clients or customers will love. We have teams of people that can post on your behalf all day, every day. Plenty of keyword rich content nicely spaced out during the day.

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## Powerful control panel

We provide a gorgeous and easy to use control panel that will enable you to review the content we are going to post for you – and even schedule your own social media posts.

We schedule our content at least 7 days ahead, giving you plenty of time to review the content in case you'd like to make changes or make suggestions. Your account manager will soon learn which type of posts you like best, and which to avoid.

You can add to your campaign post as much or as little as you like. If you have time to occasionally log in and schedule a few personal posts, you can space them out over a week or month. We'll be there doing the bulk of your work, promoting you every single working day. Equally if you don't have time to post at all... that's no problem either. Do remember however – that nobody knows your business as well as you – and the more you get involved the better and more "social" your social media marketing will be.

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## I want to do social media marketing but I don't have an account can you set them up?

We'll include setting up any social media accounts (or pages in the case of Facebook) and applying some simple client branding to make it look good.



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## What are the specific benefits of using Twitter?

Assuming you have the Twitter feed embedded into your website in the correct way then you should receive the following benefits:

- People landing on the site will immediately be presented with content that is recent, interesting, relevant and engaging so they are likely to stay on the site longer and give it higher value as it is using up-to-date technology, this makes a site look very professional particularly if your competition do not have twitter on their site.
- If you are spending any money advertising your services anywhere then having a more engaging/professional site will also give you a better return on the investment.
- Google will come back to your website more frequently as it can see that your website is regularly updated with keyword rich content therefore helping with Google rankings.

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## Do you report Twitter / Facebook activity and the traffic it generates?

We have teamed up with Wu.To link shortener to allow us to provide live ongoing statistics within your control panel.

You'll see how much traffic each campaign is generating, and even be able to track which areas the clickthroughs are coming from.

Another thing you can easily monitor yourself is your website's conversion rate (mentioned earlier). Once you've installed your social media feed on the front of your website you should be able to demonstrate the improvement in the traffic to lead/sale ratio.

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## Return on investment (ROI)

Primarily you should use our social media campaign to set yourself apart from your competitors, gives you an edge in Google, promote your brand and increase your visitor to lead/sale rate. You will be able to judge all these items yourself easily enough, to see if you are getting a return on investment. We are confident you will be delighted with our service, however we have no contract and you are free to cancel whenever you like.

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## Why should I use your Twitter or Facebook service when I could do this myself?

### **ALSO SEE OUR PDF "WHY YOU SHOULD OUTSOURCE TO US"**

A lot of people start out with good intentions of keeping their social media feed current, but it takes a lot of dedication to log in and post 4 or 5 times per day, or even more if you use Facebook and Twitter.

We schedule everything days ahead in a very convenient control panel that allows you to review and edit our content, add your own posts and monitor your campaign statistics.

We'll ensure your social media feeds are buzzing with activity that positive for your business all week, every week. We try to keep it fun as well as mixing in a number of tweets or posts about your products or services to ensure the keyword mix is correct (so you get your maximum Google benefit). The more products or services you have, the easier that is for us. We'll profile your business and ensure the information we use is perfect to promote your business. We'll still be posting while you are working on building your business. We'll still be posting when you are on holiday or off sick. We'll still be posting when you are called out to an urgent meeting that runs on all day. It's hard work to post four or five times per day with well thought out content. We are experts at it.

Assuming you have opted for it, we'll also create you unique images a few times per week and schedule them to go out via your control panel. Google likes this and it adds a layer of viral marketing into the mix. If you haven't got enough images yourself, we'll supply royalty free stock photo's that compliment your industry.

Don't forget that you can post too! We highly encourage our clients to post as often as they can, with things that we can't. What new contracts have you taken on today? Does a sale start tonight? Simply log in and schedule the items in our easy to use control panel.

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## What are the specific benefits of using Facebook?

Facebook is still the largest of all the social networks. Having a busy presence on Facebook is a great idea to gain interest in your business from the enormous amount of Facebook users. Lots of people are now searching Facebook and your keyword rich Facebook page will be interesting to the users that find it. Remember that people are very familiar with Facebook and are more likely to have used it personally than Twitter. We highly recommend the embedded Twitter feed for maximum SEO benefit, but to really cover the full benefits of a Social Media Marketing campaign, it's a great idea to be posting content and images on to both Twitter and Facebook. Google is also known to take notice of your Facebook page (which links back to your website) and use this social signal as part of its ranking algorithm.

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## Why is there a setup fee?

To ensure an excellent level of tweets or posts about your business we carry out social profiling. This means that we expect you to fill out a questionnaire telling us about you and your business. The more information we know about you and your company the better the tweets or posts that we can write about your business. We write the tweets/ posts as if it is you writing them so it is vital that we know as much about you and your business as possible. On top of that you will be able to tell us which keywords and areas of your business you would like us to focus on. We'll also lookup as much information from your website and other websites in your industry as we can. We also research facts, tips, tricks and trivia about your specific industry to ensure you are seen as an industry authority within your social platforms. The research we carry out takes a long time hence the setup fee.

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## Can I still tweet or make posts to my Facebook page?

Yes, Yes, Yes. Please tweet or post anything yourself at any time! Putting the Twitter application on your phone could enable you to tweet about something that just happened "Just walked out of an AWESOME meeting with XYZ Ltd. Loving their work". If you have sales or special offers starting at specific times you can log in to our control panel and schedule the announcement. The important thing to remember is that the Twitter account and Facebook page are yours, we are just saving you time by tweeting and posting on your behalf.

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## Why are some of the links sometimes written in capitals in my tweets or posts?

The reason the use of capitals from time to time is to make your website address and / or company name stand out to anyone looking at the post.

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## Will you “deep link” to pages other than my homepage?

We will not deep link (create links to internal pages) normally unless you specifically ask us to. Deep linking can cause problems. If we deep link to a page and you change that page URL at any time in the future (even years down the line), then the link will be broken. Your homepage link can never be broken. We have experienced problems with clients who changed their page structure after (or during) us posting links to the old pages. We have seen negative effects from broken links, so we avoid it wherever possible; unless the client is absolutely sure they will never change the page URL. Deep linking is also harder to track, and can lead to incorrect statistics.

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## Can you schedule specific posts / tweets for me at specific times?

Yes! Our account managers can schedule in posts for you to announce sales starting or other information on your behalf. Even better, our control panel enables YOU to easily and quickly monitor our social media content that we’ve scheduled for you, and add or amend your own items. It gives you massive control over your Twitter and Facebook networks.

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## How can I trust you to use good grammar and present my company in the best light?

All our staff are highly trained, are native English speakers and are employed for their excellent word skills – however there’s another level of protection too! To ensure you don’t have “down” time due to illness or holiday’s, we “queue up” your posts at least seven days in advance. This has the dual benefits of ensuring we always have good quality posts about your company ready to send and it allows a more senior member of staff to apply a level of quality control over everything that is written by their team. These are then scheduled via your control panel to allow you to review them at your leisure and ensure you like what we are saying about you.

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## Why not just connect my Facebook account with my Twitter account and just pay for one service?

Both Twitter and Facebook accounts are used by Google as “social signals”. The frequency of the updates, the content of the posted material and many other things are all considered by Google when they calculate the value of the social media account.

What we have found is that if we replicate Twitter posts on Facebook by linking the accounts, Google gives much less value to the Facebook account. You can also get away with (and are almost expected to) pad out your Twitter day with more generic posts, but these can be seen as “spam” on Facebook pages – where they can harm your page (people hiding your content by marking it as not relevant will be detrimental to your Facebook campaign).

If we produce nice unique content for both Twitter and Facebook (and post at different times), then each account is valued separately. As a bonus, there is also great SEO benefit to uploading images to your social media accounts, and we now ensure we upload a couple of unique custom made images to both Facebook and Twitter if that service is required.

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## How do I embed the Twitter feed into my website?

The Tweets need to appear within the source HTML of the website for the Google benefits. Also the feed needs to appear only on the home page of the website (or the page that will get the SEO boost – 99% of the time this is the homepage). We will organise embedding the feed into your website – we’ll just need your FTP username and password and our design team will make sure it looks pretty too!

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## How do I know if my existing Twitter feed is correct?

If a website is already showing a Twitter feed then the easiest way to ensure it is embedded correctly is to RIGHT CLICK and VIEW SOURCE (these phrases change slightly between browsers). Search the SOURCE HTML of the website for any one of the Tweets. If the feed is deep embedded, then you'll find the tweets inside the HTML itself. If you can't find the tweets – neither can Google! You'll need to change the way it is embedded to ensure you get the maximum Google benefits.

We will install a small script that fetches your Twitter feed and displays it correctly on your website (or we can help your website designers install it). Our design team will ensure it is well styled and will compliment your website perfectly.

[NOTE: The setup fee does not include us installing the website feed for your clients, however this can be done for you at a small additional charge if required]

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## I am using the Twitter embedding that Twitter provide - Why are you saying that it is wrong?

We are not saying it's "wrong" we are just saying you will not get the maximum SEO or Google benefit from the feed system that Twitter recommend. They recommend the easiest way of installing a feed – and not the most beneficial way. Remember it is in Twitters interest to make it easy to promote Twitter – they are not interested in what difference their feed makes to your position in Google.

Please can you explain to me why you need the twitter script to be in PHP or ASP and not Javascript?

Twitter are not interested in the effect the feed has on your website in Google's search results. They want to promote Twitter and not your website. The JavaScript system is easier to install, thus far more likely to get installed with a smaller overhead in terms of support questions.

Google does not see your tweets on your site if you use the JavaScript version. We have carried out extensive testing and found you get a Google benefit from embedding the tweets directly into your page - presumably for two reasons:

1. Google loves regularly updated content - which this gives you (your page is different each time it is spidered - against identical with the JavaScript feed)
2. Google is showing signs of preferential treatment of sites with social media content.

Our analysis has also shown that if you put the embedded feed on multiple pages of your site then the Google benefit is lost (presumably because Google hates duplicated content).

We can run the feed for you on a JavaScript install if you prefer, we are just giving you the benefit of our research and knowledge. You will get more benefit from an embedded feed, our technical analysis is unquestionable on this point.

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## **I am looking for a totally bespoke social media campaign – can you provide it?**

Our tweets and posts contain plenty of daily comments and facts about your business and are very specific to your business. We also research industry facts, tips, tricks and trivia about your business. We don't, however, recommend that EVERY one of our tweets is about your business. We've carried out extensive testing of the value and effectiveness of social media campaigns in Facebook and Twitter.

We make the campaign as bespoke as we can. If you gave us freedom to do what we think is best, we would tweet a mixture of business specific information and a handful of generic tweets per day (these generic tweet types are chosen by you from our social media profiling document



– so they'll always be things you like). We've found that if you just tweet about very dry subjects in a very formal way, then you are missing the "social" aspect of Social Media Marketing. For Facebook we would post less (probably just twice per day) – but we'd make it REALLY specific information about your business or industry – and no generic posts. We obviously follow your specification, but that's what we would recommend. You are ultimately in charge of what we produce for you though.

Our control panel also includes an incredibly easy to use Industry News scheduler. Your control panel will present you with news specifically about your industry and you can post it to your twitter or Facebook accounts with the click of a button. Keeping your followers posted about your industry and giving you whopping authority.

You'll see a great return on investment from our service.

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### **Do you include hash tags into the tweets?**

We certainly do include hash tags in the tweets. Facebook also supports hashtags so we use them for Facebook posts too. If you have specific things you want included then let us know, otherwise leave it to your account manager to mix them in with the tweets that we write about your business. They are a brilliant way to get keywords included in tweets as well as the possibility of gaining additional followers due to people following conversations on Twitter.

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### **Why do you suggest creating and posting images to my Twitter and Facebook accounts?**

We take your images or use images from our royalty free library that match your industry and wrap them up in a border and add a call to action (your website address and a short comment about your business). These images are totally unique, one off items that only exist for your social media feeds.

They have two effects:

1. Google LOVES unique images and sees you posting these images as a very positive thing.
2. It makes your feed look prettier! We are visual creatures and a text only Facebook page (or Twitter account) is a much more boring place to be than somewhere with some visual stimulus. Our research has found the perfect balance – and we can apply it for you to make your social media marketing a success.

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## What size images do I need to supply you with?

The images could do with being at least 1024 pixels otherwise they will not be very sharp.

Any images from a digital camera will be OK. Try and take photos of your place of work, vans, staff, jobs you have completed etc. If you don't have much to work with then don't worry! We will select some appropriate images from our royalty free library.

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## What do I do next to get things started?

Social media is a hot topic RIGHT NOW. Get a page on your website and start selling social media campaigns to your clients, if you come across objections or training issues, then simply contact your account manager and we will help you out in any way we can. The sooner you start, the sooner your residual monthly fees start stacking up to a substantial sum.

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## How do I make an actual sale?

Simply get the client on board and take whatever setup fee and first month fee you normally charge. Get a copy of the profiling document over to them (it's branded as you – and you will find it in your RESOURCES section of the admin control panel). Then contact your account manager who will guide you through the painless process of outsourcing your social media campaign to us and getting the client into your control panel. The client should be live within 10 working days from getting their profiling document back to us.