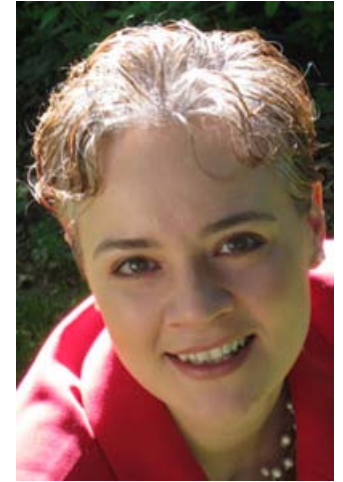




The Power of Social Media

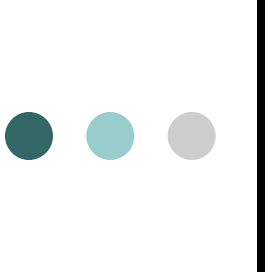


Presented by Jennifer Fong

<http://jenfongspeaks.com>

Why I Got Started With Social Media





Today's Topics

- Introduction to Social Media
 - Why is it important?
- Differences Between Social Media for Personal Use and Business Use
- Steps to Creating Your Social Media Strategy
- Supporting Your Team with Social Media
 - Your Own Use of Social Media
 - Your Team's Use of Social Media



Socialnomics Video

What is Social Media?

Social media is a collection of online tools that help us network with others, such as...

- Facebook
- Twitter
- LinkedIn
- YouTube
- Blogs



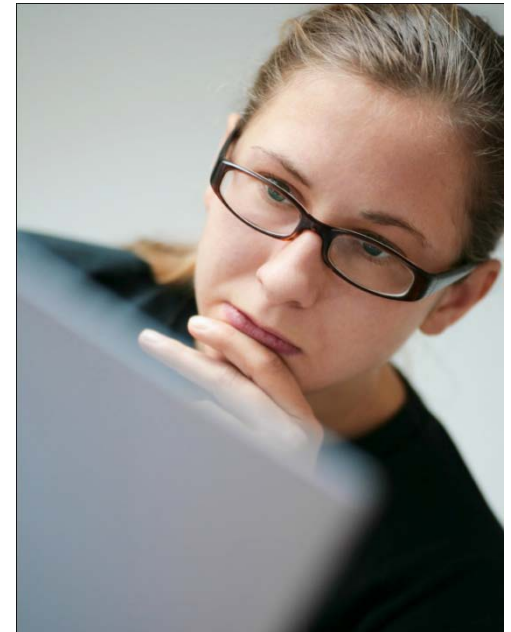
The Good News

You don't have to do it all to be successful with social media!



Why Is Social Media Important for My CM Business?

- Attract and Retain Generation Y
- Go Where the People Are to Make More Sales and Recruit More People
- Time Management
- Social Media = Increased Revenues





What Can Social Media Do for My Business?

- Find more prospects
- Provide better customer service
- More consistent follow-up
- Referrals
- Generate reorders
- Team support
- Improved team communication



Social Media for Personal and Business Use

Personal Use

- Friends and family exclusively
- Private profile
- Share whatever is accepted within your circle
- Express your opinions freely

Business Use

- Friends, family, customers, prospects
- Public profile
- Share some personal information
- Share resources your business contacts will value
- Everything you share reflects on your business, other consultants, and your company

Content Marketing

- Content Marketing is the process of providing information of value to your target market, that they can use without spending a dime.
- As prospects come to know, like, and trust you, they are more likely to do business with you.



Sample Status Updates



Appropriate

- Tips for taking better digital photos (link)
- Some ideas for keeping all those digital photos organized (link)
- Congratulations to Sue on her brand new Creative Memories business!
- Can't wait to party with Jane Smith tonight. Bye bye disorganized photos!
- Check out these great new photos of my kids. 😊



Inappropriate

- Visit my website to buy Storybook Creator Plus, the best digital scrapbooking solution (link)
- Have trouble keeping your photos organized? Try Memory Manager (link)
- I have 3 slots left. Who wants to have a party?
- If you need extra money, try Creative Memories. Click here for more info. (link)

Share the Wealth



- Share Creative Memories resources on your social networks
 - YouTube product video links in your Facebook customer Group
 - Links to free project ideas shared on the CM Facebook Page
 - Links to helpful articles from the CM blog through Facebook and Twitter
 - Highlight layouts you love from Go Digital Facebook Group



Steps to Creating Your Social Media Strategy

- WHAT do you want to accomplish?
- WHO do you want to reach?
- WHEN do you have time to use social media?
- WHERE can I find my target market online?
- HOW will I share information my target market will value?



Using Social Media to Support Your Team

- Team Group
 - Facebook Group or Ning
- Autoresponder
 - Training, incentives, and recognition
- Skype
 - Face to face coaching calls
- Live Streaming Video
 - Team meetings for remote team members





Guiding Your Team's Use of Social Media

- Don't make it a requirement
- Set a good example
- Provide training
 - Make sure they know where CM resources are online
 - Team blog or group articles
 - Monthly team meetings on social media
 - Refer outside training resources
- Monitor their posts (use friend lists/groups)
 - Gently guide them
 - Coach specific problems
 - Highlight good uses and the results



Where Do I Learn More?

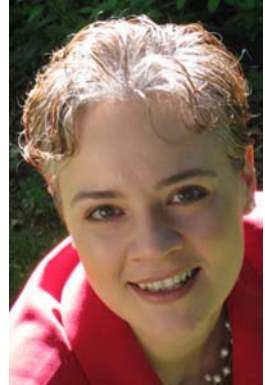
- CMC Network Social Media Training
 - Social Media 101
 - Blogging Basics
 - Facebook
- Use social media tools
- More courses and free articles at <http://jenfongspeaks.com>

● ● ● | Questions?



● ● ● | Thank You!

Jennifer Fong
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