

Using Social Media to Connect Younger Customers



Who We Are



- 10+ Years in Business
- Web Design
- Internet Marketing
- Suite of Online Tools



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Road Map

- What is social media?
- Why should you care?
- Research buying
- Why you aren't using social media
- Benefits of social media
- Strategies, Goals, Policies, Measuring
- Blog, Facebook, Twitter, LinkedIn



“Don't focus on understanding how to use the individual tools, focus on understanding WHY people are using the tools.” - Mack Collier Viral garden



What is Social Media



“Social media is people having conversations online.”



Photo Credit: <http://www.slideshare.net/mzkagan/what-the-fk-social-media>



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What is User Generated Content?



Why you should care?



This is how your customers are communicating



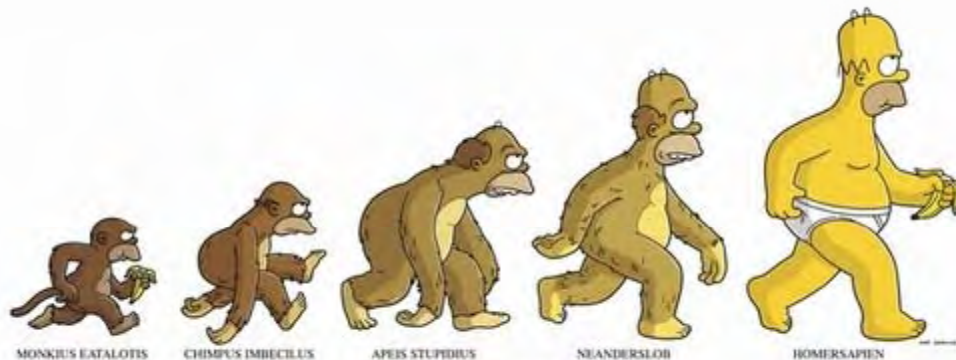
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Information Evolution



HOMERSAPIEN



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The most important platforms are the ones that your target audience and customers are using.



Photo credit: <http://www.flickr.com/photos/victoriapeckham/164175205/>



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Customer Service has become part of marketing



Research Buying

- People are looking online BEFORE they buy
- Give them something to find
- Corporate transparency
- We value the opinions of others when decide
- Ability to converse with hundreds before we make a decision



Why you aren't using Social Media

1. Fear
2. Lack of knowledge
3. Time constraints



Fear

“People are going to say bad things about my company”

“Our customers will not be safe”

Map out the fear. What is actual and how can we prevent it from happening.

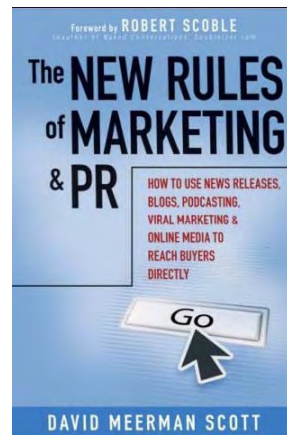
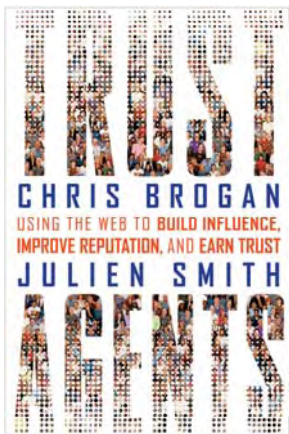
Create policies FIRST not after something has happened.



Lack of Knowledge

Social Media is just like any marketing initiative.

Research, have goals, measure results.



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Time

- Set expectations
- Set goals
- Track time spent
- Adjust accordingly



Benefits of Social Networking

- Corporate Transparency
- Build Trust with new and existing customers
- Generate Inbound Links
- Reputation Management
- Promote your blog and website
- Inexpensive – time
- Build relationships before purchasing point
- Be a part of the conversation that is already going on
- Extend your events, news, promotions



Social Media isn't going away

- Internet is becoming more social
- Media is becoming more social
- Companies are expected to be more social
- 'Everyone is a reporter' mentality
- More selective about who we do business with
- Don't have to be perfect but do have to be responsive
- Communications tool



Strategy and Goals

1. Set company policies
2. Set measurable goals
3. Listen before you talk
4. Find communities that matter
5. Create a content strategy
6. Choose the tools that will work best for you
7. Deliver engaging and interesting content
8. Measure results
9. You have to give to get



Create policies before, not after

- Policies provide structure
- Protect your brand
- What you will and will not do
- What employees can and cannot do
- Members of the public can and cannot do
- Editorial Calendar
- Empowering



Why Measure Social Media

- Qualify your social media efforts
- It's not about how many eyeballs. It is about which eyeballs.
- You are what you measure – decide what is important to track
- Conquer your fears
 - Afraid measuring will show it's not working? Why waste your time?



Photo credit: <http://www.flickr.com/photos/ppdigital/2327029777/sizes/>



Getting started

Setting objectives

- Where are you now?
- What do you want to achieve? And by when?
- How does this fit in with your business?
- Who is your audience and what do they want to hear?
- What makes you different?
- What measurement tools are you going to use?
- What is your strategy? And company policies?
- What works for you is different
- **What are you going to measure?**
- **Check back and start over**



Popularity - Reach

- Number of friends on Facebook
- Number of followers on Twitter
- Number of fans on your fan page
- Number of blog subscribers
- LinkedIn Connections

Most popular



Engaging - Conversion

- Number of retweets
- Number of blog comments
- Brand Mentions
- Industry mentions
- Comments to LinkedIn discussion
- Website Traffic

Blog

- Announcements
- Press Releases
- Demonstrate Expertise
- Home base for Social Media
- Google loves blogs
- New content on your website
- Editorial Content
- Social Media to share new content
- Be helpful

The screenshot shows the 1st Mariner Bank website's blog page. The header includes the bank's logo and tagline "We Built This Bank For You." Below the header is a navigation menu with "PERSONAL", "BUSINESS", and "ABOUT US" tabs. A search bar is located on the right. The main content area features a sidebar with links to "Mission Statement", "Branches", "Blog", "Consumer Affairs", "1st Mariner Bancorp", "Career Opportunities", and "Contact Us". The main content area displays a blog post titled "Set Your Savings- A simple way to save" by Kevin Lynch, dated December 4th, 2009. Below the post is a "Share This" button and a "Comments" section. A second post titled "Are We Born-Again Savers?" by Steven Kruskamp is partially visible. The right sidebar contains a search bar, an "Authors" section with links to Kevin Lynch, Pat Wellrock, Steven Kruskamp, and Wade Barnes, and an "Archives" section with a "Select Month" dropdown. At the bottom of the page, there is a banner for "Get To Know Baltimore's Local Bank" with social media icons for Facebook, Twitter, LinkedIn, YouTube, and RSS.



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Facebook

- Groups and Fan Pages
- Events
- Very personal

Maine Association of Community Banks [Become a Fan](#)

Wall Info Photos Discussions Reviews Events

Maine Association of Community Banks Just Fans

Maine Association of Community Banks HOT OFF THE PRESS! 2010 Maine Financial Institutions Directory is now available. This compact publication is a comprehensive list of every bank and credit union in Maine including addresses, branches, phone numbers, officer & director names, financial data and more. For a sample look and an order form, click on the l...

Maine Association of Community Banks - Publications
www.mecb.com
Maine Consumer Credit Laws 2007 Edition (with Predatory Lending Laws effective 1.1.2008) Contains all sections of Title 9-A Maine Revised Statutes of the Maine Consumer Credit Code and covers all lenders ...
See More
November 19 at 11:53am · Share
Chris Pinkham and Susan Altshuler-Norton like this.

Maine Association of Community Banks MACB's 2009 Directors' College drew a good turnout of 116 board members and senior bank officers to the Augusta Civic Center October 20. Laurie Lachance, president of the Maine Development Foundation gave a presentation on Maine's economic challenges. Jim Clarke of Clarke Consulting presented the keynote address enti...

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See More
November 5 at 3:09pm · Share

Maine Association of Community Banks MACB has posted (6) December 2009 educational webinars. Informational brochures and registration forms can be accessed by clicking on the link below and going to the monthly webinar focus boxes. We are pleased with the many positive reviews we continue to receive from our participants!

Maine Association of Community Banks
www.mecb.com
Providing member savings banks with a forum to exchange valuable industry information, gain maximum representation in legislative matters, receive



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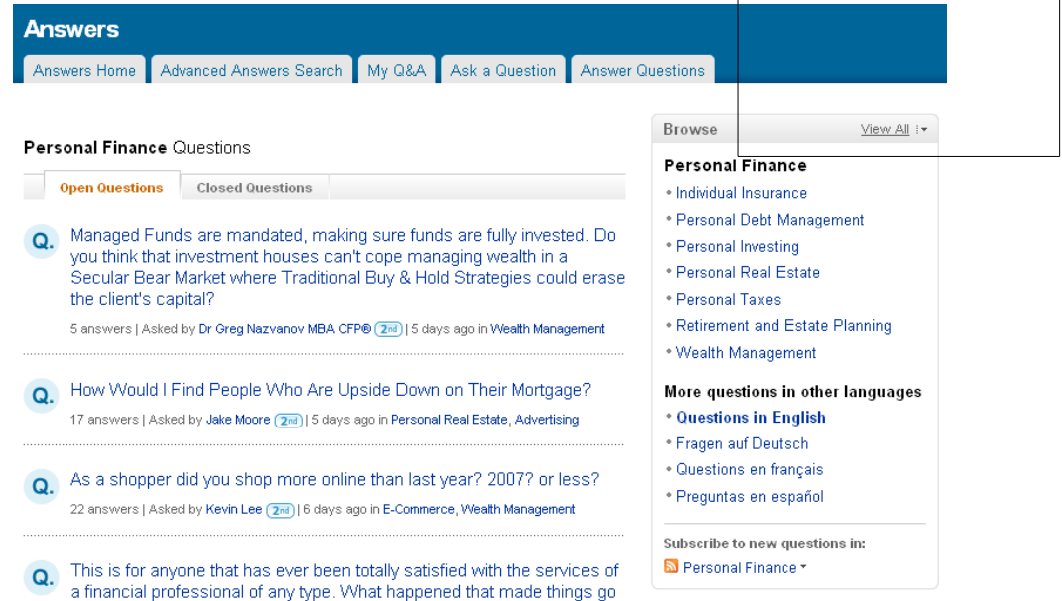
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LinkedIn

- Originated in 2003
- Social Network for Business
- Groups and Discussions
- Question and Answer section
- Personal Profiles
- Company Profiles
- Have a strategy



The screenshot displays the LinkedIn Answers interface. At the top, there is a blue header with the word "Answers" and navigation links: "Answers Home", "Advanced Answers Search", "My Q&A", "Ask a Question", and "Answer Questions". Below this, the "Personal Finance Questions" section is visible, with tabs for "Open Questions" and "Closed Questions". A list of questions is shown, each with a question mark icon, the question text, the number of answers, the asker's name, and the time since asked. For example, the first question is "Managed Funds are mandated, making sure funds are fully invested. Do you think that investment houses can't cope managing wealth in a Secular Bear Market where Traditional Buy & Hold Strategies could erase the client's capital?" with 5 answers, asked by Dr Greg Nazvanov 5 days ago. To the right, a "Browse" sidebar lists various categories under "Personal Finance" such as "Individual Insurance", "Personal Debt Management", and "Personal Investing". It also includes a section for "More questions in other languages" with options for English, German, French, and Spanish. At the bottom of the sidebar, there is a "Subscribe to new questions in:" section with a button for "Personal Finance".



YouTube

- Valuable even if not viral
- Educational
- Answer questions
- Testimonials



<http://www.youtube.com/user/rivercitybank>



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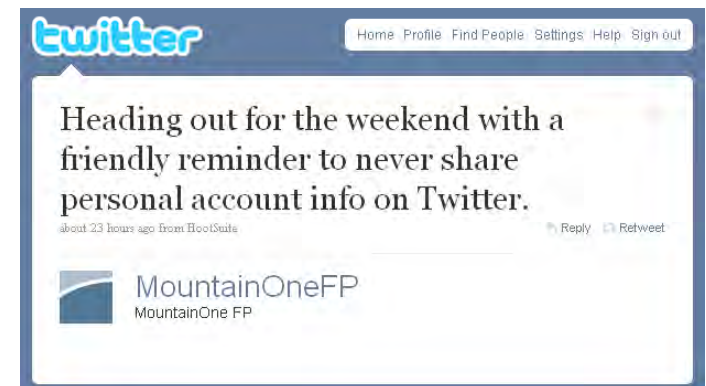
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Twitter



- Microblog – 140 characters
- What are you doing?
- Community banks on Twitter: <http://twitter.com/CommunityBanks/american-community-banks>
- First Market Bank, Richmond: <http://twitter.com/FirstMarketBank>
- MountainOne FP: <http://twitter.com/MountainOneFP>
- Listen First
- Search.twitter.com



Re-cap

- Be helpful, educate
- Don't shout
- The buyers are in control
- Give something to buy by providing value
- Create Policies before you begin
- Set your goals and measure them
- Find out what works, make changes



Photo Credit - <http://www.swapmeetdave.com/Humor/Cats/CatHat1.jpg>



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Web Vision Blog - <http://www.hallme.com/blog>

Webinars – <http://www.hallme.com/webinars>

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amanda@hallme.com and kyle@hallme.com

Social Media Breakfast Maine 12/18: <http://www.socialmediabreakfastmaine.com/>

Case studies and content: <http://delicious.com/chrisbrogan>

eBook on Policies: <http://davefleet.com/downloads/social-media-policies-ebook.pdf>

Ebook 10 Steps to Social Media Success:

<http://www.hallme.com/sage-social-media-success.php>

