

“Social media isn’t a fad, it’s a fundamental shift in the way we communicate”

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Introducing

Mike

Worked in IT 30 years



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Introducing

Georgia

Young Business Person - FSB Bedfordshire 2013 & 2014



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What is Social Media?

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Wikipedia Definition

Social media are computer-mediated tools that allow people to create, share or exchange information, career interests, ideas, and pictures/videos in virtual communities and networks. *Social media* is defined as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content."

So...

- A virtual tool for sharing information
- Staying connected with others
- All about content generated by the user

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What is the difference between Social Media for Business and Social Media Personally?

Business

- Communicate with clients/potential customers
- Connect with clients/potential customers
- STRATEGIC APPROACH

Personally

- Communicate with family and friends
- Share personal and informal conversations etc
- PRIVACY



“How Do I Make the Most of it?”

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You'll want to...

- Generate more sales?
- Maintain great customer service?
- Retain customers?
- Boost online presence?
- Create an online persona?
- Become the go-to industry expert?



Helicopter View



Helicopter View



Helicopter View





MOVIECLIPS.COM

Helicopter View



Helicopter View





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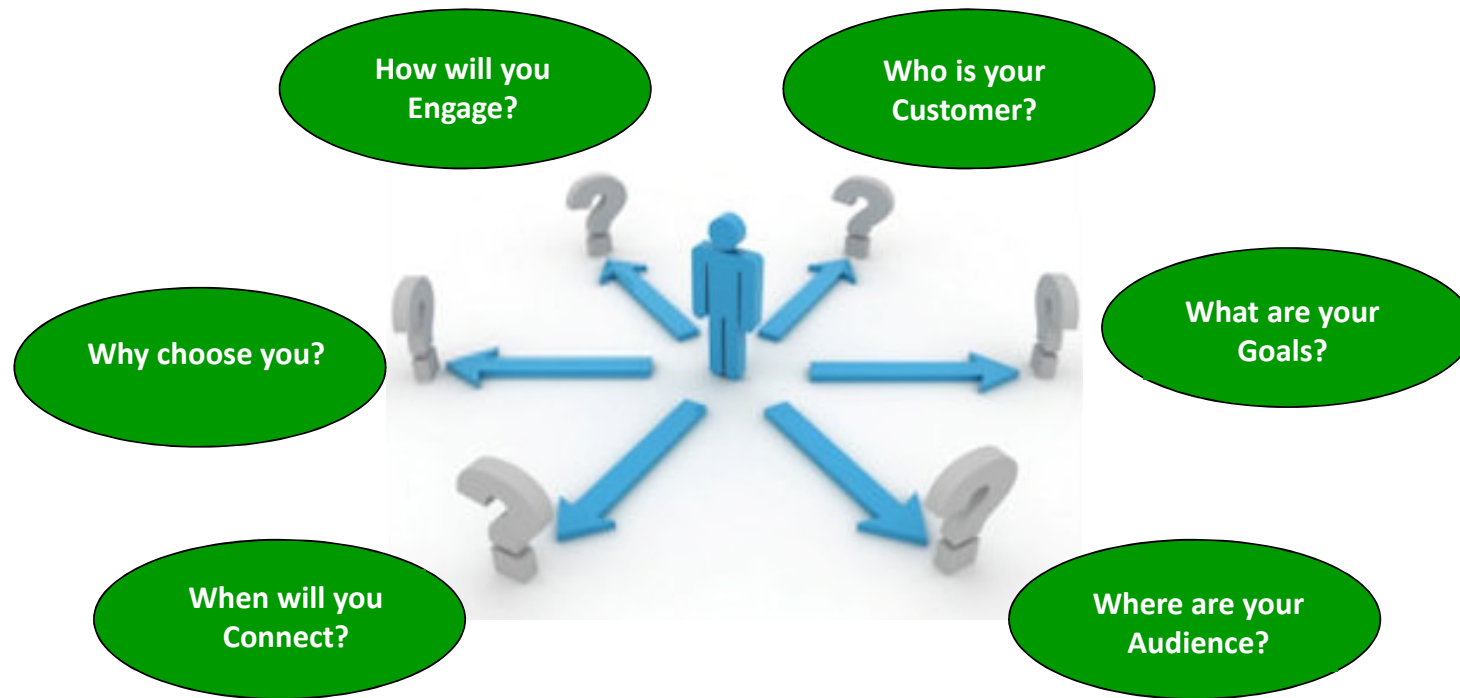


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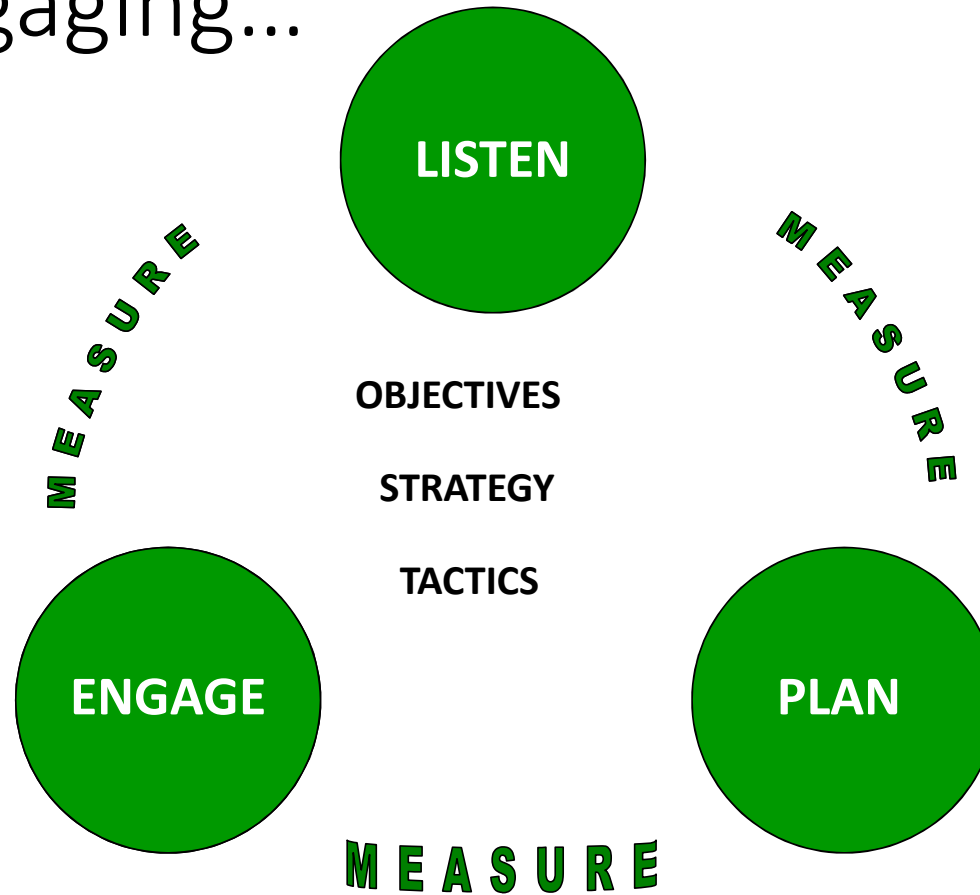
Helicopter View



Helicopter View



Steps to engaging...



Customer Engagement:
As far as Social Media is concerned,
what does it look like?



Customer Talking:
Audience Listening
Company Not Listening
Audience Judging

SOCIAL INFLUENCE MARKETING

Customer Engagement:
As far as Social Media is concerned,
what does it look like?



Customer Talking
Audience Listening
Company Broadcasting
Messages
Audience Judging

SOCIAL INFLUENCE MARKETING

Customer Engagement:
As far as Social Media is concerned,
what does it look like?



Customer Talking
Audience Listening
Company Engaging
Audience Judging

**SOCIAL INFLUENCE
MARKETING**

How Do I Learn More?

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Any Questions?



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