



SOCIAL MEDIA UNCOVERED

Key points to consider
when using social media



fresh thinking for your business

Social Media... What's it all about?

It seems that everyone is talking about the importance of “being connected” via Social Media, and how Twitter, LinkedIn and Facebook can drive traffic to your website – but how much do you really know about Social Media? Or more importantly perhaps, how best do you use it for your business.

67%
of consumers
trust information
and advice they
read on
Facebook

SO WHAT IS SOCIAL MEDIA MARKETING?

Definition - “Social media marketing (SMM) is a form of internet marketing that utilises social networking websites as a marketing tool. The goal of SMM is to produce content that users will share with their social network to help a company increase brand exposure and help broaden customer reach”.

HOW CAN IT HELP YOUR BUSINESS?

Social Platforms such as Twitter, LinkedIn, Facebook, and Instagram are all different in nature, serving differing users and offering different opportunities. So, firstly you need to look at your business and understand the nature of your clientele before necessarily taking the plunge!

WHICH SOCIAL MEDIA PLATFORMS SHOULD I AS AN ESTATE AGENT CONSIDER?

Well that depends on the style of business that you operate, and the type of services you wish to promote. Social media is very much content led, so you need to make sure that the blogs, articles, and general information that your firm produces are designed and channelled to reach the audience for which they are intended.

To make things a little easier, take a look at our Pros and Cons section below, and decide which one or more of these platforms would fit comfortably with the style of business that you own and/or manage:-

FACT

GOOGLE LOVES SOCIAL MEDIA SITES, ENSURING YOU GET INCREASED TARGETED TRAFFIC TO YOUR WEBSITE.

MAKE SURE THAT YOU TWEET ORIGINAL AND RELEVANT CONTENT AS SEARCH ENGINES WILL RANK YOU HIGHER IF YOU CAN PROVIDE THEIR USERS WITH THE BEST ANSWERS TO THEIR QUERIES.

LINKEDIN – THE GOOD

- It improves search engine optimisation (SEO) of small business.
- It is an easy way to stay up to date within an industry.
- It is a cost-effective way of networking.
- You can find out information/background on a market segment or individual client/potential customer.
- It provides a chance to offer niche expertise.
- Company information can be researched for free.
- It can be a fast and effective way to establish personal credibility.
- It can quickly enhance your company's visibility.

LINKEDIN – THE NOT SO GOOD

- You can be open to a significant amount of spam messaging.
- It can initially require a large amount of time investment to build your network.
- Many people/businesses use LinkedIn to sell you things.
- Networking interactivity is more limited than say Facebook.
- There is no guarantee that a firm or individual has the expertise that they claim they have.
- Business searches on LinkedIn can reveal negative personal data.

69%
of users follow companies to find out their latest news. We recommend experimenting with different types of Tweets to see what works for your business and what doesn't.

45%
people in the UK
use Facebook as
part of their
daily routine

TWITTER – THE GOOD

- You know that your tweets will reach your followers.
- It doesn't take long to create a good tweet.
- Your tweets can reach out to virtually every corner of the planet.
- You don't have to remain on-line to reach people.
- Twitter for business can be automated.
- It can be easy to extend the natural reach and influence of your company.
- Twitter is free provided than you manage your account yourself.

TWITTER – THE NOT SO GOOD

- Many followers have hundreds or sometimes thousands of accounts.
- You never know just how "active" a follower account is going to be.
- Twitter for business can be both extremely addictive and very distracting in equal measure.
- You can experience an annoying amount of unspecific spam.
- The time and effort involved in building a significant following may not always be worthwhile.
- Beware of unsourced and unreliable data.
- Keep your expectations in check, as it can take some time before seeing significant benefit to your business.

42%
of marketers say
that social media is
critical for their business.
If your'e not doing it, the
chances are that you
are missing out on
new business to
your competitors

FACT

COMPANIES THAT ARE SUCCESSFUL ON SOCIAL MEDIA PROMOTE THEIR TWITTER @USERNAME ONLINE AND OFFLINE INCLUDING BUSINESS CARDS, SIGNAGE, ADVERTISING, VEHICLES, EMAIL AND WEBSITE. ANYWHERE YOUR CUSTOMERS INTERACT WITH YOUR BRAND IS AN OPPORTUNITY TO ENCOURAGE THEM TO FOLLOW YOU ON TWITTER.

5
new
Facebook
profiles are
made every
second

FACEBOOK – THE GOOD

- Facebook for business can be a simple and effective platform to engage with your target market (local or otherwise).
- Its highly affordable.
- Relationships with other users and potential clients are comparatively easy to build.
- You can promote specific products and services.
- Results are generally easy to measure.
- Any form of media can be used on a Facebook page.
- Interactions from users can have a snowball effect.
- Advertising can be targeted and specific to market that you serve.

FACEBOOK – THE NOT SO GOOD

- It can be difficult to “engage” with users that do not either “Like” or comment.
- It can take time to run a Facebook for business strategy.
- The amount of spam can be off putting.
- Business groups can be difficult to create on Facebook.
- It is difficult to determine whether if a profile engaging with your business is real or fake.
- All of your posts are public posts – so be careful what you post in a hurry!
- Conversion rates can vary enormously.
- So called “targeted” advertisements can be, in reality, sometimes unreliably targeted.

Companies
that are successful
on social media promote
their Twitter @username online
and offline including, business cards,
signage, advertising, vehicles, email
and your website etc. Anywhere your
customers interact with your brand
is an opportunity to encourage
them to follow you on
Twitter

Do you want to meet and discuss your situation?

Please get in touch:

- **0333 939 8010**
- **info@ideologyconsulting.co.uk**
- **www.ideologyconsulting.co.uk**



fresh thinking for your business