Strategically Social – Making Sense of Social Media

The Portland, Oregon Facebook page has 143,469 followers. City of Portland LinkedIn profile has 1,578 followers. Mayor Adams has more than 40,000 Twitter followers. Recently, a new neighborhood business created a Facebook page and received over 1,000 followers in less than two months. Social media savvy Portlanders are discussing local business and City issues on a daily basis. Are you part of the conversation?

Come to Strategically Social: Making Sense of Social Media. Hear from Presenter John McPhee, Vice President of Formic Media. Discuss social media basics and best practices as we view successful examples at this exciting training.

Led by John McPhee, Formic Media

October 5, 2011

John McPhee, originally from the Midwest, decided to venture West in 2003 to kick start his career in Internet Marketing. Upon arriving, McPhee was employed by BetterManagement.com (BMC), a SAS-owned company, to take on the role of Internet Marketing Specialist where he handled all aspects of BMC’s SEO and PPC strategies. After a two year stint at BMC, McPhee moved into the agency world at Anvil Media in 2005. Here McPhee provided SEO, PPC and social media strategy working on a number of travel/tourism (Provenance Hotel Group, Travel Portland, Jackson Hole Central Reservations, Travel Oregon), B2B-focused (Axway, ColumbiaSoft) and B2C clients (gDiapers), earning multiple social media marketing (SoMe) awards for strategy and performance in 2008 and 2009. McPhee has also presented at various SEMpdx and PSU events, and volunteered to work with the PSU multimedia class on a project for Portland Center Stage, as well as donated his time to the SMART reading program for the past four years. Looking for the next step in his career, McPhee joined Formic Media (Anvil’s sister company) as Director of Client Services in 2010, and has since been promoted to Vice President. McPhee is excited for the opportunity to work in a start-up environment with a talented team, and help move the needle for small business owners looking to increase their online visibility and sales.
Strategically Social: Making Sense of Social Media

Presented by:
John McPhee, Vice President
503-517-9059 | johnm@formicmedia.com
Is Social Media a Fad?

http://youtu.be/3SuNx0UrnEo
Define Social Media?

- so-cial:
  - Noun: seeking or enjoying the companionship of others

- me-d-ia:
  - Noun: a means of communication delivered through a medium

- Social Media
  - Noun: a way for people to connect with one another through web-based mediums
### Social Media Sites that US Small Businesses Believe Are Beneficial to Their Business, Nov 2010

<table>
<thead>
<tr>
<th>Social Media Site</th>
<th>Very Beneficial</th>
<th>Somewhat Beneficial</th>
<th>Not Very Beneficial</th>
<th>Do Not Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>29.7%</td>
<td>25.4%</td>
<td>12.5%</td>
<td>32.4%</td>
</tr>
<tr>
<td>Twitter</td>
<td>14.6%</td>
<td>17.6%</td>
<td>14.0%</td>
<td>53.9%</td>
</tr>
<tr>
<td>YouTube</td>
<td>13.6%</td>
<td>17.4%</td>
<td>12.6%</td>
<td>56.4%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>12.9%</td>
<td>20.1%</td>
<td>15.2%</td>
<td>51.9%</td>
</tr>
<tr>
<td>Myspace</td>
<td>10.8%</td>
<td>14.4%</td>
<td>17.7%</td>
<td>57.2%</td>
</tr>
<tr>
<td>Groupon</td>
<td>7.6%</td>
<td>8.6%</td>
<td>12.2%</td>
<td>71.5%</td>
</tr>
<tr>
<td>Yelp</td>
<td>7.0%</td>
<td>11.2%</td>
<td>11.0%</td>
<td>70.7%</td>
</tr>
<tr>
<td>LivingSocial</td>
<td>6.9%</td>
<td>7.7%</td>
<td>11.7%</td>
<td>73.7%</td>
</tr>
<tr>
<td>foursquare</td>
<td>4.3%</td>
<td>9.7%</td>
<td>12.8%</td>
<td>73.3%</td>
</tr>
</tbody>
</table>

### Types of Digital Social Media Used by Small Businesses in North America, March 2009 (% of respondents)

<table>
<thead>
<tr>
<th>Type of Social Media</th>
<th>% of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional social networking</td>
<td>51%</td>
</tr>
<tr>
<td>General social networking</td>
<td>44%</td>
</tr>
<tr>
<td>Niche/industry-specific communities</td>
<td>38%</td>
</tr>
<tr>
<td>Job sites</td>
<td>37%</td>
</tr>
<tr>
<td>Blogging/microblogging</td>
<td>28%</td>
</tr>
<tr>
<td>Forums and product-focused sites</td>
<td>28%</td>
</tr>
<tr>
<td>Wikis</td>
<td>24%</td>
</tr>
<tr>
<td>Social bookmarking</td>
<td>6%</td>
</tr>
</tbody>
</table>

Note: n=151
Source: Sage Research, "North America Small Business Social Networking Study" conducted by AMI-Partners, April 8, 2009

www.emarketer.com
### Social Media Trends

#### Ways that Social Media Benefits Their Business According to US Small Businesses, Nov 2010

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Very beneficial</th>
<th>Not very beneficial</th>
<th>Somewhat beneficial</th>
<th>Do not use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Generating leads</td>
<td>27.3%</td>
<td>29.9%</td>
<td>9.7%</td>
<td>33.1%</td>
</tr>
<tr>
<td>Monitoring what is being said about your business</td>
<td>26.3%</td>
<td>27.7%</td>
<td>10.4%</td>
<td>35.6%</td>
</tr>
<tr>
<td>Keeping up with the industry</td>
<td>24.9%</td>
<td>28.3%</td>
<td>11.2%</td>
<td>35.6%</td>
</tr>
<tr>
<td>Improving customer experience</td>
<td>24.5%</td>
<td>27.8%</td>
<td>13.0%</td>
<td>34.7%</td>
</tr>
<tr>
<td>Competitive intelligence</td>
<td>23.8%</td>
<td>27.8%</td>
<td>11.0%</td>
<td>37.4%</td>
</tr>
<tr>
<td>Finding vendors/suppliers/partners</td>
<td>18.2%</td>
<td>26.6%</td>
<td>14.1%</td>
<td>41.1%</td>
</tr>
<tr>
<td>Resolving problems</td>
<td>16.6%</td>
<td>24.6%</td>
<td>18.0%</td>
<td>40.8%</td>
</tr>
<tr>
<td>Background checks for new employees, suppliers, etc.</td>
<td>15.0%</td>
<td>20.3%</td>
<td>9.3%</td>
<td>55.3%</td>
</tr>
<tr>
<td>Recruiting for new employees</td>
<td>12.5%</td>
<td>20.6%</td>
<td>13.2%</td>
<td>53.7%</td>
</tr>
</tbody>
</table>

*Note: n=752; numbers may not add up to 100% due to rounding*
*Source: Ad-ology, "Small Business Marketing Forecast," provided to eMarketer, Jan 8, 2011*
Social Media Trends

Social Media Sources and Usage
(n=89)

- Have a company page on a social networking site like Facebook or LinkedIn: 75%
- Post status updates and/or articles of interest on sites like LinkedIn or Facebook: 69%
- Build your network through sites like LinkedIn: 57%
- Monitor positive/negative feedback about your organization on social networks: 54%
- Have a blog on your areas of expertise: 39%
- Tweet about your areas of expertise: 26%
- Use Twitter as a customer service channel: 16%
- Other: 8%
Benefits of Social Media

- Gain industry & constituent insights
- Provide affordable customer service
- Create brand awareness
- Build community & thought leadership
- Generate measurable traffic & revenue
The Platforms
Social Media: Categories

Networking
Blogs
Reviews
Media Sharing
Bookmarking
Expert Communities
News
Wiki
Microblogging
Daily Deals
Facebook
Social Networking - Facebook

- Step 1: Choose your page type

- Local Business or Place
- Company, Organization, or Institution
- Brand or Product
- Artist, Band or Public Figure
- Entertainment
- Cause or Community
Social Networking - Facebook

- Step 2: Choose a category & enter your company name
Social Networking - Facebook

- Step 3: Follow the Prompts
Social Networking - Facebook

- Step 3: Follow the Prompts

Invite Friends
Build the popularity of your page by suggesting it to friends who might like it.

- Invite Friends

Share your page
Let your customers and subscribers know about your new page by importing your contact list and sending them a message.

- Import Contacts

- Share this page on my wall. Include a Message
- Like this page
Social Networking - Facebook

- Step 3: Follow the Prompts

Add some basic information so that people who visit your page know more about it.

- Website: Website

- About: Tell people more about your page (255 character maximum)
Social Networking - Facebook

- Top 5 Tips
  - Develop Custom Tabs
Social Networking - Facebook

- Top 5 Tips
  - Don’t let users land on the wall
Social Networking - Facebook

- Top 5 Tips
  - Create a unique page/profile photo
Social Networking - Facebook

- Top 5 Tips
  - Integrate Applications
Social Networking - Facebook

- Top 5 Tips
  - Update Regularly
  - Create an editorial calendar
LinkedIn
Step 1: Find your company, or add it
Social Networking - LinkedIn

- Step 2: Follow the prompts to fill out your page
Social Networking - LinkedIn

- Step 2: Follow the prompts to fill out your page

Account Executive
Alex Peerenboom, Portland, Oregon Area

See all 7 connections in your network »

Recent Blog Posts
Google Updates Column Customization in AdWords
Sep 29, 2011

Facebook Timeline | Formic Media
Sep 23, 2011

What's New in AdWords: September Update
Sep 7, 2011

- Formic Media
Sep 7, 2011

- Formic Media
Sep 7, 2011

See all blog posts »

Type
Privately Held
Company Size
1-10 employees
Website
http://www.formicmedia.com/
Industry
Marketing and Advertising
Founded
2003

Headquarters
300 NE Failing Street
Portland, OR 97212
UNITED STATES
Social Networking - LinkedIn

- Step 3: Add in your products or services

Formic Media, Inc. Services

Filter by: All Services  Sort by: Network recommendations

Web Design & Development

Formic Media’s SEO-friendly website design services provide small businesses with an affordable, functional and highly visible Web presence. Our website design process includes the development of a creative brief and design specification, to ensure business and marketing objectives are properly...

Request recommendations  Share  26 impressions
Social Networking - Others

- Top Tip
  - Utilize the Q&A section to build credibility
Social Networking - Others

- MySpace
- Ning
Social Media: Categories

- Networking
- Blogs
- Reviews
- Media Sharing
- Bookmarking
- Expert Communities
- News
- Wiki
- Microblogging
- Daily Deals
Twitter
Microblogging - Twitter

- Step 1: Sign up
Microblogging - Twitter

- Step 2: Twitter will check to make sure the name is available
Microblogging - Twitter

- Step 3: Start to identify people you want to follow
Microblogging - Twitter

- Step 4: It’s time to post your first message
Microblogging - Twitter

- OK, now what do I do after I’ve set up my account?
  - Customize your profile image and background
- Go to Twitter search and search for your brand name
Microblogging - Twitter

- **Top 5 Tips**
  - Share industry news or helpful hints
  - Comment on other people’s tweets (don’t make it all about you)
  - Discuss personal interests, be human
  - Ask questions, people are willing to help on Twitter
  - Seek people to follow and connect with (either for business purposes or personal interests)
Social Media: Categories

Networking
Blogs
Reviews
Media Sharing
Bookmarking
Expert Communities
News
Wiki
Microblogging
Daily Deals

Facebook
LinkedIn
Yelp
WordPress
Blogger
Flickr
YouTube
Picasa
del.icio.us
Yahoo!
Answers
Digg
Wikipedia
Twitter
Groupon
LivingSocial
Review - Yelp

- Step 1: Sign up
Review - Yelp

- Step 1a: Add your listing
Review - Yelp

- Step 2: Follow the prompts to set up your account

Unlock FREE Tools To Grow A Business
Follow these steps to claim the business page for Spa Pure, 4475 SW Scholls Ferry Road, Portland, OR

Step 1: Create a business account.
Step 2: Confirm your connection to the business.
Step 3: Access your Yelp Business Account
**Review - Yelp**

- **Step 3: Verify via phone call**

  [Image: yelp for Business Owners]

  **To protect you and your business we need you to answer a quick phone call.**

  Be prepared to receive a call from Yelp at (503) 292-7233.
  - Does an automated phone system answer your calls?
  - Is this phone number incorrect?

  Wait for the automated prompt and then enter the code: 3717

  [Call Me Now button]
Review - Yelp

- Top Tips

- Place it on your website to encourage others to visit and leave a review
Review - Yelp

- Top Tips
- Engage with your customers

M.L.
7/19/2011
so I'm a little high-maintenance...
Washington, DC

I give Dragontree 3 stars, which is "A-OK," according to Yelp's rating system. WARNING: LOOOONG review follows.

In Portland visiting family and scouting out wedding venues, I felt the need to get away from poring over Chiavari chairs and chargers. Yelp is changing. The story atmosphere.

Was this review ...? Useful (1) Funny Cool

Comment from Briana B. of The Dragontree 8/2/2011
Thank you so much for the review. Receiving feedback helps us to be better at serving our clients. We look forward to seeing you in December.
Review - Yelp

- Top Tips

- Add imagery
Review - Yelp

- Top Tips
  - Consider Adding a Yelp Deal

![Yelp Deal Example: $25 for $50 Certificate at Avanti Painting Company](image)
Review Sites - Others

- General Directories
  - Citysearch / CityGrid
  - InsiderPages
  - Yahoo Local

- Industry-Specific Directories
  - Trip Advisor (Hospitality)
  - UrbanSpoon (Restaurant)
  - Trulia (Real Estate)
The Other Categories...

- Media Sharing
  - Flickr, YouTube

- Blogging
  - WordPress, Blogger, Tumblr

- Location-based
  - Foursquare, Gowalla

- Daily Deals
  - Groupon, LivingSocial
Google Places
Search Engine Optimization – Google Places

Google Search

Search results for "portland restaurants"

Places for restaurants near Portland, OR

- **Portland City Grill** - ★★★★★ 1,136 Google reviews
  - [www.portlandcitygrill.com](http://www.portlandcitygrill.com)
  - 111 Southwest 5th Avenue # 3000, Portland
  - Tel: (503) 450-0030

- **Mother's Bistro & Bar** - ★★★★★ 937 Google reviews
  - [www.mothersbistro.com](http://www.mothersbistro.com)
  - 212 Southwest Stark Street, Portland
  - Tel: (503) 464-1122

- **Huber's** - ★★★★☆ 553 Google reviews
  - [www.hubers.com](http://www.hubers.com)
  - 411 Southwest 3rd Avenue, Portland
  - Tel: (503) 228-5686

- **Rock Bottom Restaurant and Brewery** - ★★★★☆ 984 Google reviews
  - [www.rockbottom.com](http://www.rockbottom.com)
  - 206 Southwest Morrison Street, Portland
  - Tel: (503) 796-2739

- **Davis Street Tavern** - ★★★★☆ 149 Google reviews
  - [www.davistreettavern.com](http://www.davistreettavern.com)
  - 500 NW Davis Street, Portland
  - Tel: (503) 505-5050

- **The Nines, Portland - A Luxury Collection Hotel** - ★★★★☆ 325 Google reviews
  - [www.stanwoodhotels.com](http://www.stanwoodhotels.com)
  - 525 SW Morrison, Portland
  - Tel: (877) 229-9995

- **Ping Restaurant** - ★★★★☆ 179 Google reviews
  - [www.pingpdx.com](http://www.pingpdx.com)
  - 102 Northwest 4th Avenue, Portland
  - Tel: (503) 229-7464

More results near Portland, OR »
Search Engine Optimization – Google Places

- Step 1: Claim/Verify your listing
Search Engine Optimization – Google Places

- Step 2: Choose Edit My Business Information
Search Engine Optimization – Google Places

- **Step 3: Input business information**

  - **Country:** United States
  - **Company/Organization:** Jackson Tower Building
  - **Street Address:** 806 Southwest Broadway
  - **City/Town:** Portland
  - **State:** Oregon
  - **ZIP:** 97205-3333
  - **Main phone:** (503) 226-7025
  - **Email address:**
  - **Website:**
    - Example: http://www.example.com
    - I don't have a website.
Search Engine Optimization – Google Places

Step 3: Input business information

Description:

Include keywords

Category: *

Choose 5 appropriate categories

Service Areas and Location Settings

Does your business provide services, such as delivery or home repair, to locations in a certain area?

- No, all customers come to the business location
- Yes, this business serves customers at their locations
Search Engine Optimization – Google Places

- Step 3: Input business information

- Hours of operations
- Payment options
- Photos
- Videos
- Additional Details
Search Engine Optimization – Google Places

- **Top Tips**
  - Add keywords to business description
  - Use standard & custom categories
  - Don’t stuff keywords into your business name
  - Encourage customers to leave a review
  - Get business listed in directories
  - Complete your Place page (add photos, videos, etc)
Resources

- Facebook
  - How to Develop a Facebook Page
  - All Facebook Blog
  - 5 Tips for Promoting your Facebook Page
- LinkedIn
  - How to Create a Company Page
  - Small Business User Guides
- Twitter
  - How to Create a Twitter Account
  - 100 Twitter Marketing Tips
- Yelp
  - Yelp Support Center
- Google Places
  - Google Places Support
Questions & Answers

Contact:
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@jwmcphee | FB: FormicMediaInc | Slideshare: Formic Media