

Setting Your Business Social Media Strategy



BlueBugDigital

STRATEGY • SOCIAL MARKETING • INTERNET MARKETING • WEB • ANALYTICS

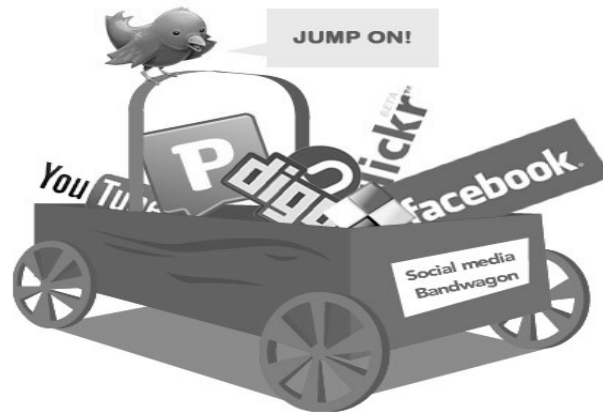
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MACPA
September 13, 2010

Agenda

- What is Social Media?
- Who is Using Social Media?
- Key Social Media Platforms
- Why Social Media?
- How to Develop A Social Media Strategy for your Business?
- Results

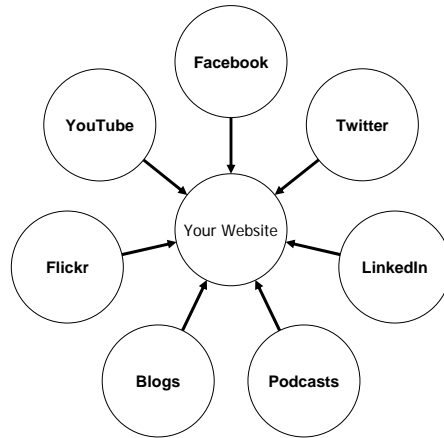
What is Social Media?



Answer

Social media are works of user-created video, audio, text or multimedia that are published and shared in a social environment, such as a blog, wiki or video hosting site.

Social Media Networks



Who Is Using Social Media?



Answer

- Political Campaigns
- Entertainment Industry
- Professional Services Companies
- Real Estate Companies
- Online Publications/Editors
- Reputation Management Companies
- Companies and Individuals Across the World
- Children to Grandparents!



Overall USA Statistics

2000

- 46% of adults use internet
- 5% with broadband at home
- 50% own a cell phone
- 0% connect to internet wirelessly
- <10% use "cloud"
- = slow, stationary connections built around my computer

2009

- 77-79% of adults use internet
- 63% with broadband at home
- 85% own a cell phone
- 54-56% connect to internet wirelessly
- >two-thirds use "cloud"
- = fast, mobile connections built around outside servers and storage



Top 5 Countries Internet Penetration

- Netherlands 87.8%
- Australia 72.9%
- USA 71.4%
- South Korea 70.2%
- Hong Kong 69.9%

Top 5 Countries Social Networking Penetration

- Philippines 83.1%
- Hungary 79.9%
- Poland 76.8%
- Mexico 76.3%
- Brazil 75.7%

- USA 43.0%

Social Media Statistics

- "One blog is created every second"
- 100 million videos a day being watched on YouTube
- More than 110 million blogs being tracked by Technorati
- More than 200 million profiles created by users on social networking sites
- Twitter is 3 times bigger than last year

Reach

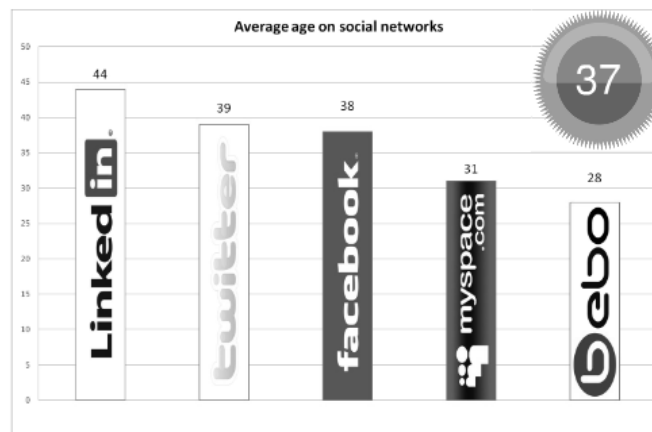
- Active users are more active than ever before
 - 82.9% watch video clips online
 - 72.8% read blogs
 - 63.2% visit a photo sharing website
 - 57.3% manage a personal social network profile
 - 45.8% leave a comment on a news site
 - 33.7% Subscribe to a RSS Feed

Key Social Media Platforms

- Social Networking (Facebook, LinkedIn)
- Blogging
- Micro-Blogging (Twitter)
- RSS Feeds
- Widgets
- Podcasts
- Message Boards
- Photo Sharing
- Video Sharing
- Social Tagging/Bookmarking
- Mash-Ups



Average Age on Networks



(Source: pingdom.com)

Facebook

- More than 500 million active users.
- The average user is connected to 80 community pages, groups and events.
- The average user has 130 friends.
- More than 30 billion pieces of content (web links, news stories, blog posts, notes, photo albums, etc.) shared each month.

facebook



LinkedIn

- Over 50m members worldwide
- 24 million unique U.S. visitors in December 2009
- Skew male in demographic
- Mostly have at least a college education
 - 33% have a graduate degree, as compared to the Internet average of 21%

LinkedIn



Twitter

- 75,000,000 visits in January of 2010
- 50 million tweets are sent per day.



twitter



Why Social Media?

Business to Business

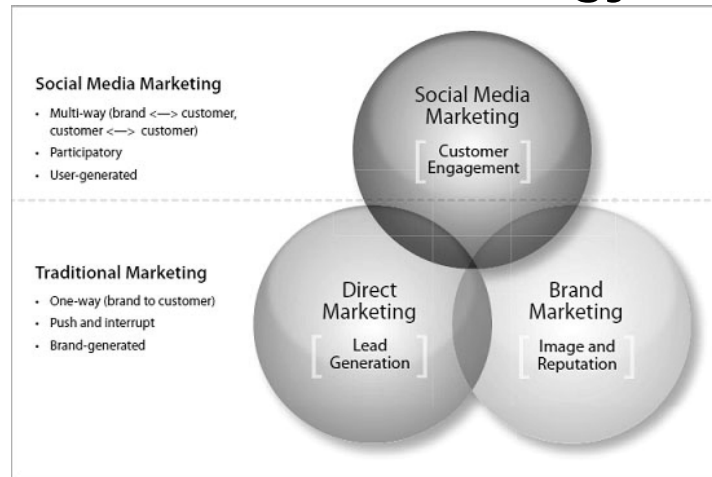
- Enhance brand image
- Position as expert in specific industry
- Reputation management
- Connecting with groups of common interest
- Networking
- Recruiting
- Business development

Consumers

- Connecting with friends
- Joining targeted groups of interest
- Networking/Job search
- Photo/Video sharing
- Blogging on topics they are passionate about
- Collecting news on topics they are interested in

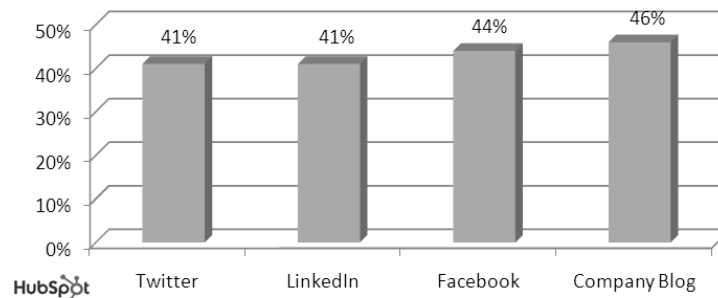


Integration With Your Traditional Strategy



Social Media Drives Leads and Sales

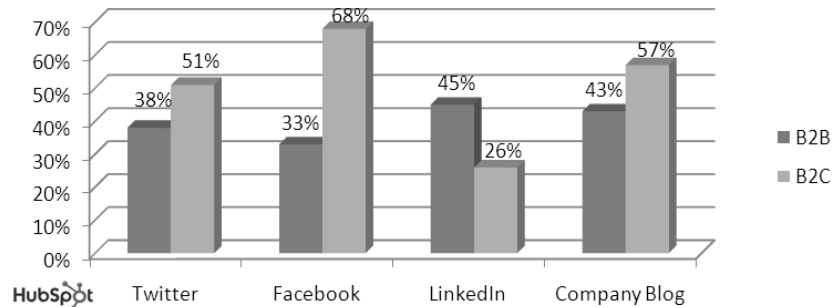
Percentage of Companies Using Specific Social Media Channels and/or Blogs Who Have Acquired a Customer From That Channel



Source: State of Inbound Marketing Report - <http://bit.ly/aewfHr>

Social Media is for B2B and B2C

Percentage of Companies Using Specific Social Media Channels and/or Blogs Who Have Acquired a Customer From That Channel



Source: State of Inbound Marketing Report - <http://bit.ly/aewfHr>

How To Develop a Social Media Plan For Your Business?

- Define Your Strategy
- Define Your Audience
- Select Your Channels of Communication
- Managed Placements
- Content Development
- Viral Placements
- Tracking ROI

Case Study

Eric Cohen & Associates
Maryland CPA Firm



Client Base

- Professional Services
- Government
- Non-Profits
- Rockville locations servicing MD, DC, VA



Opportunities: Industry

- AICPA (American Institute of CPAs)
 - Facebook, Twitter
- MACPA (Maryland Association of CPAs)
 - Facebook, Twitter, YouTube, LinkedIn

Opportunities: Industry

- Maryland Society of Accountants
 - Facebook, LinkedIn
- Montgomery County Chamber of Commerce
 - Facebook, LinkedIn
- GWSCPA (Greater Washington Society of CPA's)
 - Facebook, Twitter, LinkedIn

Opportunities: Government

- U.S. Small Business Administration
 - Facebook, Twitter, YouTube, LinkedIn
- Federal Consumer Information Center
 - Facebook, Twitter, LinkedIn
- U.S. Department of Commerce
 - Facebook, Twitter, YouTube, MySpace, LinkedIn

Opportunities: Professional Services

- The Ad Club (Advertising)
 - Facebook, Twitter, YouTube
- The MNCBIA, NVBIA, DCBIA, NAHB (Real Estate)
 - Facebook, Twitter, YouTube, LinkedIn

Opportunities: LinkedIn Non-Profits

- LinkedIn Lists Over 17,151 Non-Profit Organizations in the MD/DC/VA Region
- Non-Profit Network Has 22,063 Members
- Non-Profit Professionals Has 7,602 Members



Results

- Enhanced brand image
- Attract new customers
- Position yourself or company as expert in your industry
- Third party endorsement
- Increased search engine optimization
- Customer engagement with your brand
- Client retention and referrals
- Enhanced recruitment efforts



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