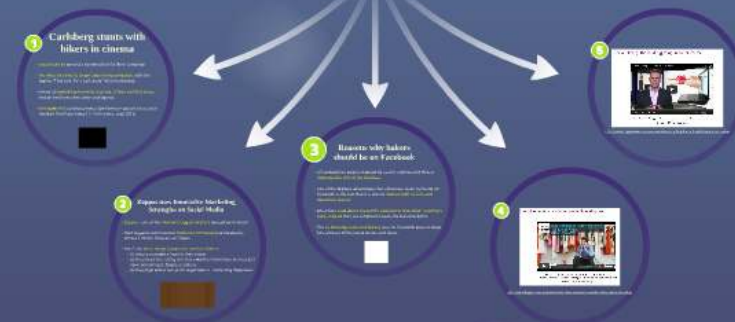




Top 3 benefits of having a small business social media strategy





Top 3 benefits of having a small business social media strategy

1

Achieving a high ROI

- If you're a decision-maker at a smaller company, you're probably familiar with the phrase "return on investment" (ROI).
- with a shorter budget, you don't have as much (or any) money to waste on failed projects.
- smaller companies are investing more time and

2

Boosting SEO - a lot

- if you're a decision-maker at a smaller company, you're probably familiar with the phrase "return on investment" (ROI).

3

Meeting customer service expectations

- customer engagement has become a key marketing component with the rise of the online consumer
- no platform allows you to interact with your customers better than social media

Top 3 benefits of having a small business social media strategy

1 Achieving a high ROI

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- smaller companies are investing more time and money in their social networking strategies, particularly since they've been able to see a quick return on investment with these strategies.



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- if you're a decision-maker at a smaller company, you're probably familiar with the phrase "return on investment" (ROI).
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- Facebook "likes" and Twitter "retweets" are particularly impactful.



3 Meeting customer service expectations

- customer engagement has become a key marketing component with the rise of the online consumer.
- no platform allows you to interact with your customers better than social media.
- having customer service strategies catering to these sites allows you to engage consumers through channels they regularly use.



Finding a way to engage customers

- with the rise of online shoppers, traditional marketing strategies are no longer as effective.
- small business social media marketing looks like the best way to do this.
- here are three ways these strategies will boost your advertising campaign.



Where do I start for social media a



Social Media Strategy



Finding a way to engage customers

- with the rise of online shoppers, **traditional marketing strategies** are no longer as effective
- **small business social media marketing** looks like the best way to do this
- here are **three ways** these strategies will boost your advertising campaign

Social Strategies are the Key to a Successful Social Media Strategy

1. Define your target audience
2. Choose the right platform
3. Create high-quality content
4. Engage with your audience

Source: Entrepreneur, "Social Media Strategy: How to Build a Successful One"

VALUE ME

1. Lifetime Value
2. Customer Acquisition Cost
3. Customer Retention Rate
4. Customer Churn Rate
5. Customer Lifetime
6. Customer Lifetime Value
7. Customer Lifetime Profit
8. Customer Lifetime Revenue
9. Customer Lifetime Margin
10. Customer Lifetime Contribution

Source: Entrepreneur, "How to Measure the Value of a Customer"

- # Finding a way to engage customers
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[illegible]

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- Reasons Shoppers Are Not Loyal to a Particular Retailer When Gift Shopping**

Reason	Percentage
I look for the best price	46%
I look for the best selection	22%
I look for the best service	12%
I look for the nearest store	10%

Source: Google Consumer Surveys, n=630, Week of 7/8/13
- VALUE ME**

BE DIFFERENT. BE BETTER. BE MORE.

TREAT ME FAIRLY. REWARD MY LOYALTY. BE HONEST. DON'T TRY TO CONVINCE ME I'M RIGHT. LISTEN TO WHAT I HAVE TO SAY. GIVE ME GOOD VALUE FOR MONEY. INTERACT WITH ME. RESPOND TO MY REQUESTS. BE TRANSPARENT. EARN MY TRUST AND KEEP IT.

BASED ON THE EXPERIENCE THEY GAVE ME, NOT HOW YOU PROMISED IT WOULD BE. SHOW ME THAT YOU CARE. BE DIFFERENT. BE BETTER. BE MORE.



Finding a way to engage customers

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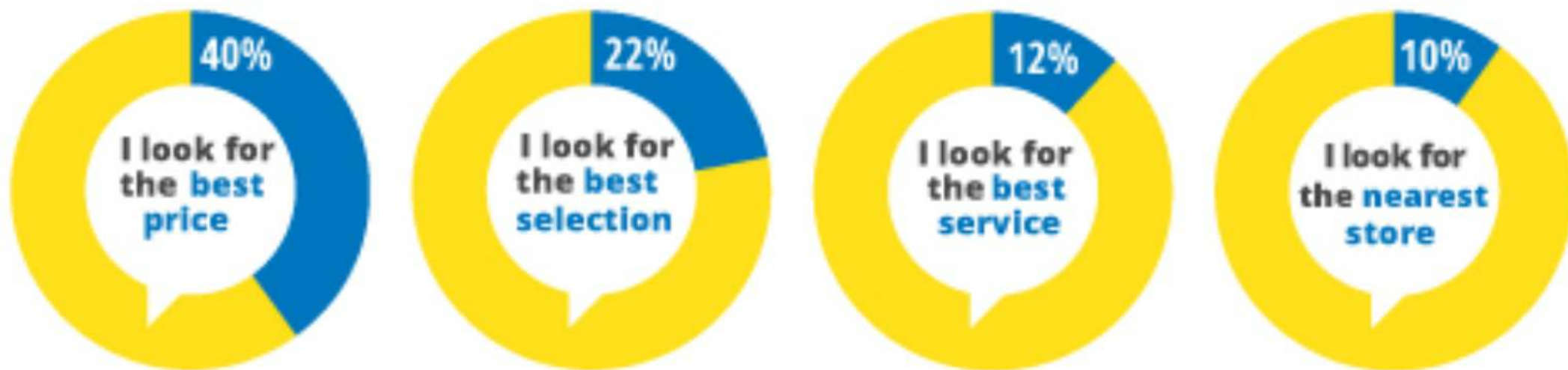
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Reasons Shoppers Are Not Loyal to a Particular Retailer When Gift Shopping



Source: Google Consumer Surveys, n=630, Week of 7/8/13

VALUE ME. DO NOT TAKE
ME FOR GRANTED.

MAKE MY CHOICE TO BE YOUR CUSTOMER EASY.

TREAT ME FAIRLY. REWARD MY LOYALTY. BE

HONEST. DO NOT ATTRACT ME WITH A GREAT OFFER
AND THEN CHANGE IT LATER. THAT'S DISHONEST.

INVOLVE ME. COMMUNICATE WITH ME. ASK

MY OPINION. **ALWAYS KEEP ME IN**

MIND, LOSE MY CONFIDENCE AND YOU

MAY LOSE YOUR JOB AND YOUR COMPANY.

DESIGN YOUR PRODUCTS AND

PROCESSES AROUND ME, **FOR MY**

CONVENIENCE NOT YOURS.

SET NEW

STANDARDS,

EARN MY

TRUST -

AND KEEP IT.

BE TRANSPARENT; MAKE IT WRONG TO EVEN
THINK ABOUT MISLEADING ME.

TRAIN YOUR PEOPLE TO GIVE ME A CONSISTENT, EXCELLENT
EXPERIENCE EACH AND EVERY TIME I INTERACT WITH YOU.

GIVE ME GOOD VALUE FOR MONEY.

TREAT YOUR PEOPLE WELL. **REWARD THEM**

BASED ON THE EXPERIENCE THEY GIVE ME, NOT

HOW MANY PRODUCTS THEY FLOG ME. ENSURE

TARGETS ARE IN MY BEST INTERESTS, NOT YOURS.

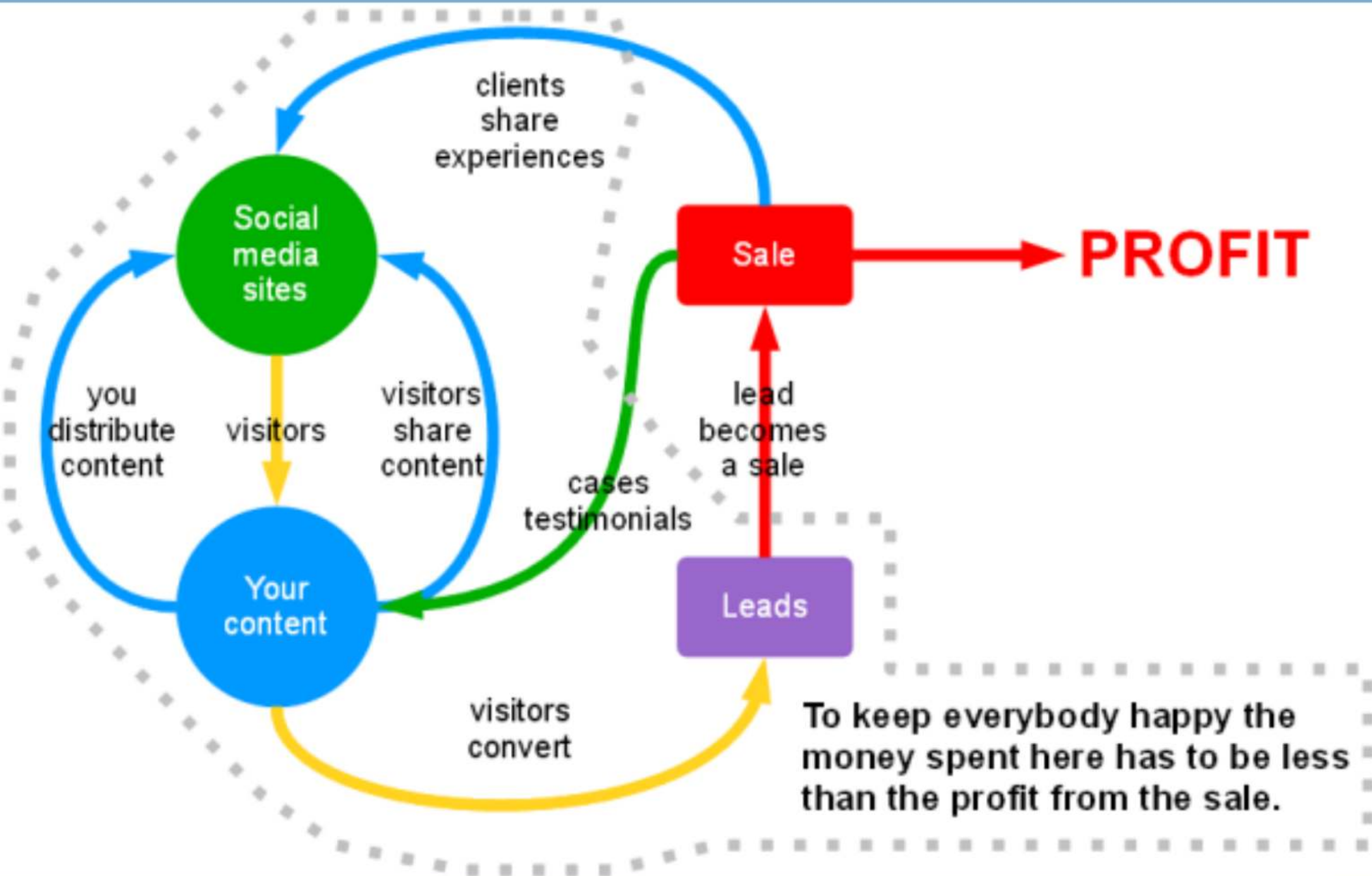
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The Accord Customer Engagement Manifesto Copyright 2012. Written by Tim Hadfield.

Achieving a high ROI

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ROI

Investment \$\$\$

- Time
- Manpower
- Technology
- Guidance / Expertise

Implementation

- Developing strategy
- Embedding social media in integrated marketing campaigns
- Blogging
- Tweeting
- Building relationships
- Learning

Impact

- Click thru rates
- Retweets
- Web traffic
- Conversations
- Impressions
- Social mentions
- Followers / Fans / Friends
- Press

Financial Gain \$\$\$

- Revenue
- Transactions
- New Customers

What are the main benefits of social media for business?

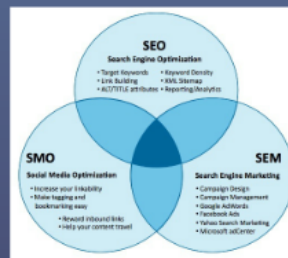


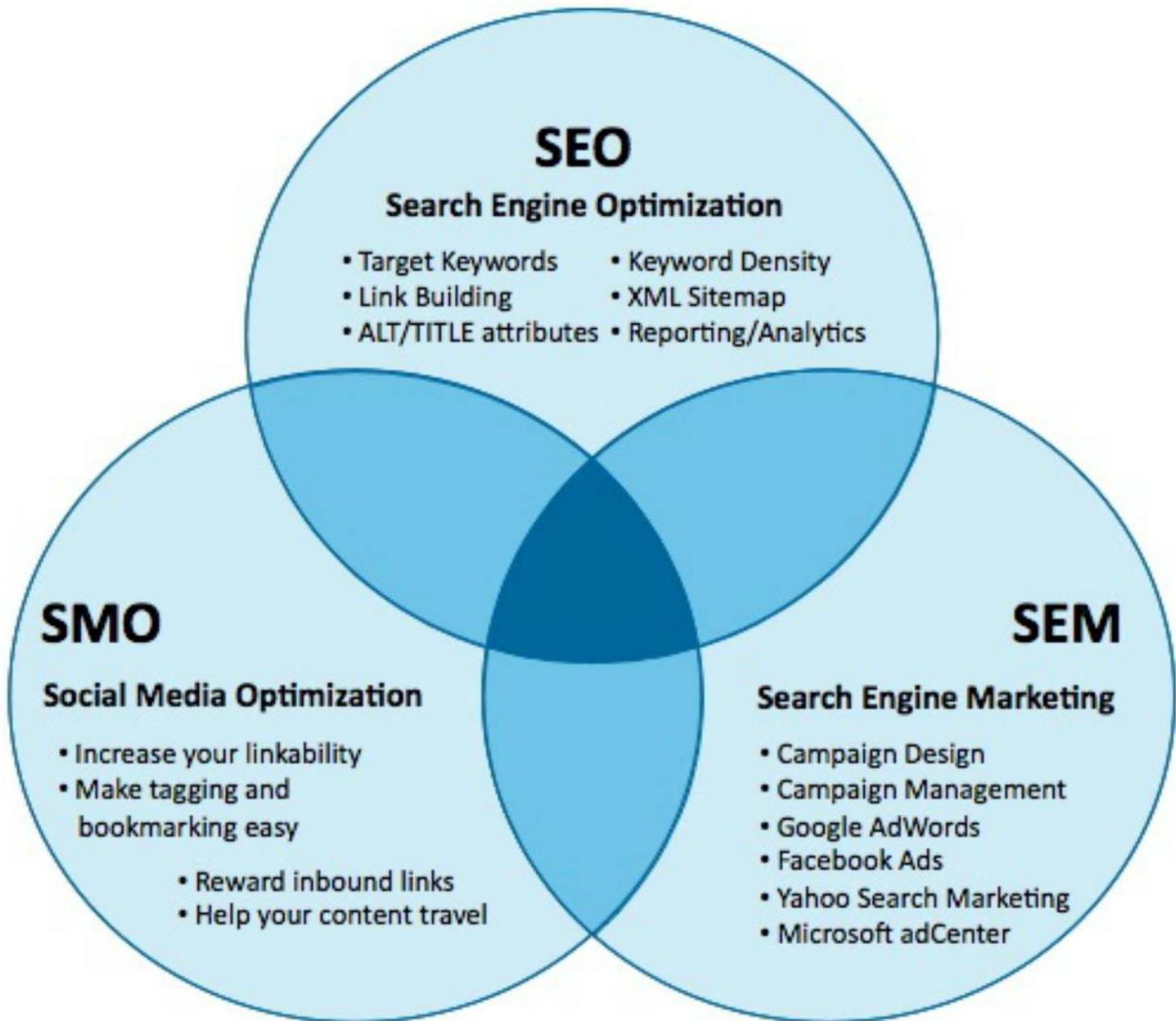


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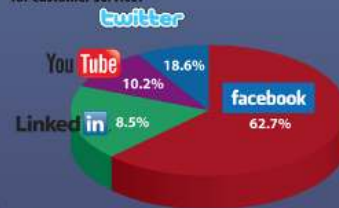


3

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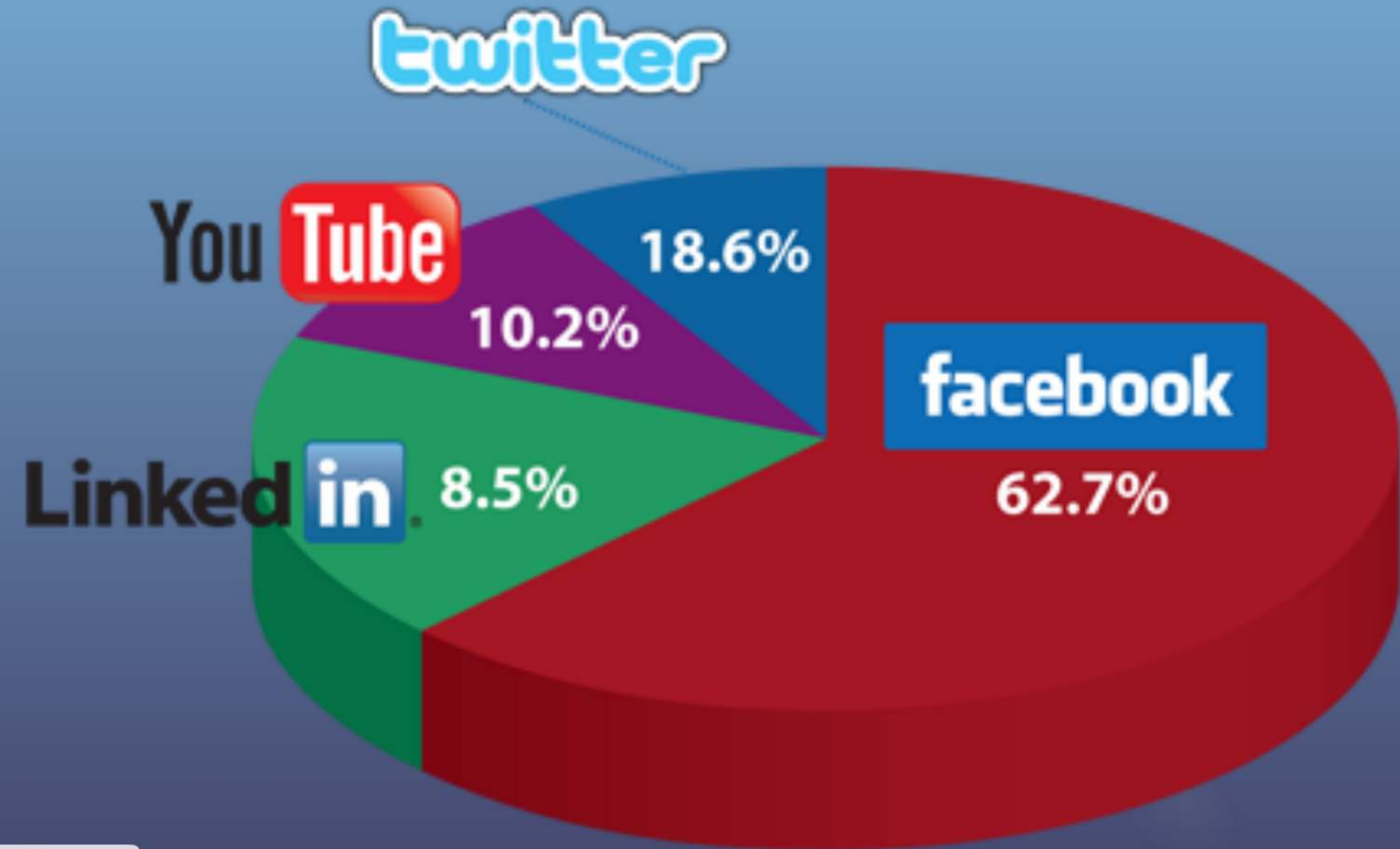
What do you feel is the most relevant social media tool for customer service?



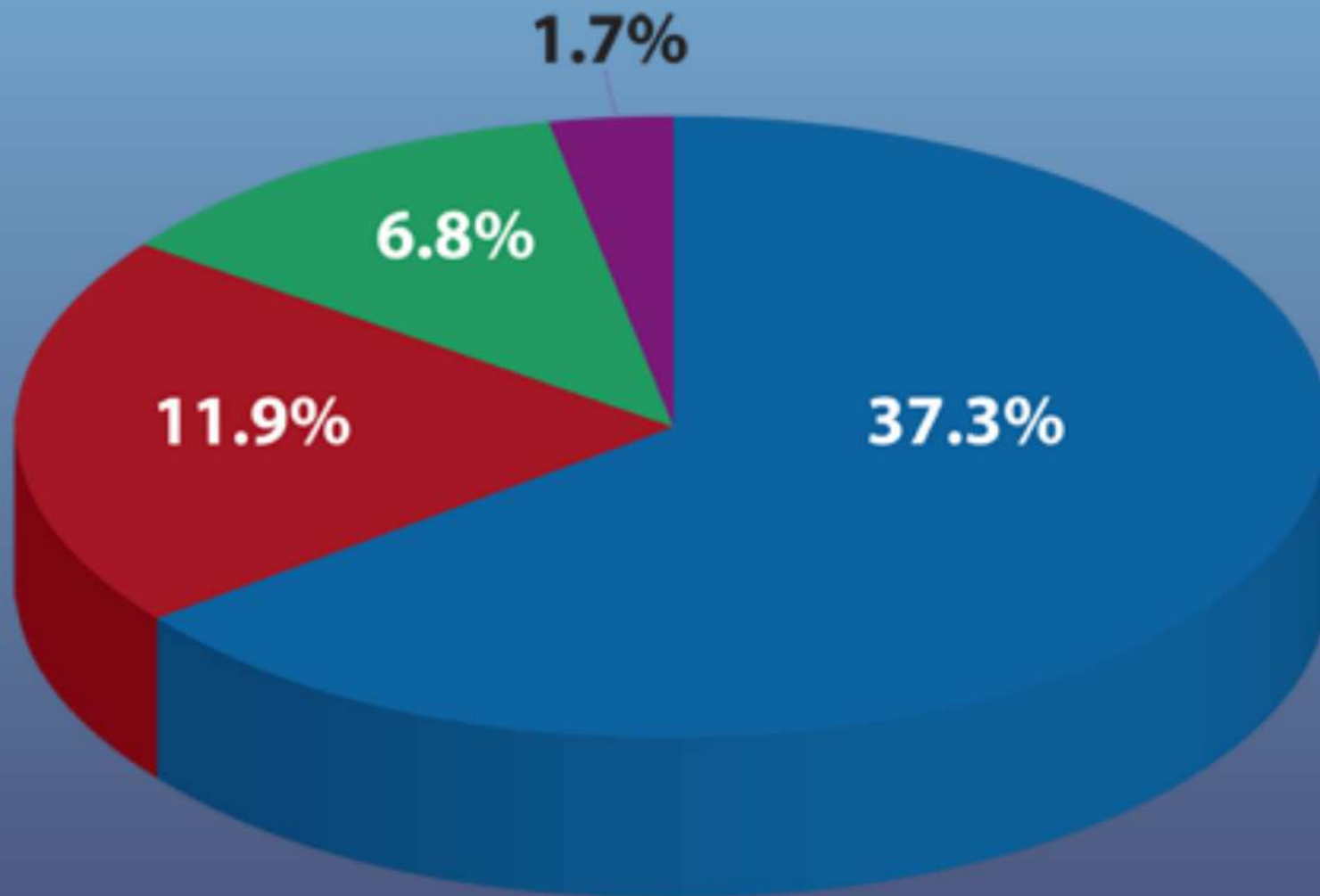
Do you feel social media's use will increase in the next 5 years in traditional customer service? If so, by what percentage do you see the increase?



What do you feel is the most relevant social media tool for customer service?



Do you feel social media's use will increase in the next 5 years in traditional customer service? If so, by what percentage do you see the increase?



30 to 50 percent increase

50 to 70 percent increase

70+ percent increase

Do not see an increase

Where do I start for my business' social media activities?



1

Make sure you have a website and blog

- W+B, your **most important online assets**
- all your social media activities should in some way be about **growing** your blog and website and email database



2

Setup a Facebook Page

- **every business** should have a Facebook page
- they are quite **simple to set up** and run
- you can **practice** on Facebook before expanding out to other social media sites



3

Decide where else you need to be

- after a couple of months you can decide what **other social media sites work** for a small business like yours
- sign up for a few **test accounts** on Twitter, Google+ and Youtube and see what the "vibe" is like for your niche



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AVEVE Group

Home Search within the site

OK

Search in Google NL / FR

AVEVE for the consumer



You are a consumer, click [here](#)
[Garden](#) [Animals](#) [Home baking](#)

AVEVE for agriculture and horticulture professionals



[Animal nutrition](#) [Crops](#)

The AVEVE Group



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JAN
24
2013

Werkplezier in relatie tot Tuin Dier en Bakplezier

Reeds enige tijd publiceren we bij AVEVE filmpjes waarin medewerkers vertellen wat werkplezier voor hen betekent. Je kan deze terugvinden op de website www.werkplezier.be.

In deze reeks kreeg ikzelf ook de kans om dit te doen. Ik ben daar, uiteraard, blij mee!



“Wie we willen zijn voor de klant en wie we willen zijn voor de medewerker, da's één op één compatibel”

Dat is nu net het unieke aan werkplezier bij AVEVE Retail. Wat we voor onze klanten en voor onze collega's willen betekenen, kan je vatten in 3 speerpunten:

- vakmanschap;
- passie en plezier;
- en aandacht voor het persoonlijke contact!

I oodiedo : best practice

Waar dit over gaat?

Wie ik ben ?

Archief

Maand selecteren

Wens je op de hoogte te blijven via email?

Schrijf hier in, je krijgt dan de nieuwe blog-updates gesignaleerd via email

Doe mee met 478 andere volgers

[Inschrijven kan hier!](#)

Beheer

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2

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**Aveve**

13,235 likes · 266 talking about this · 12 were here

Like

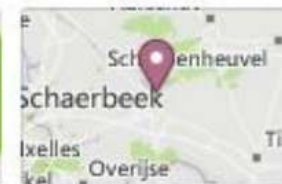
Review

Message

▼

Shopping & retail · Add A Category

Officiële fanpagina van AVEVE: tuin, dier & bakplezier! Surf naar onze website www.avevewinkels.be of volg ons op Twitter: @AVEVE.

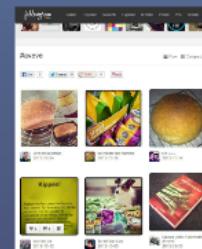
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2 ▼

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- Tweets >
- Volgend >
- Volgers >
- Favorieten >
- Lijsten >

Tweeten naar AVEVE

Foto's en video's >



Wie te volgen · Vernieuwen · Alles weergeven

- Michał Kwiatkowski** @michalkw... ✕
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[Volgen](#)
- Victor Zaidi schaar** @DeVicVan... ✕
 Gevolgd door Lode Roels en and...
[Volgen](#)

AVEVE
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 Tuin · Dier · Bakplezier Twitteraar van dienst
 Asselberghs
 Belgium · avevewinkels.be

7.847
TWEETS

2.920
VOLGEND

2.721
VOLGERS

[Volg je nu](#)

Gevolgd door backbonemedia, België Tweets, MO* en 59 anderen.

Tweets

- AVEVE** @AVEVE 23m
 @eevf Laat het je smaken! #bakplezier #AVEVE
 Gesprek weergeve... [Beantwoorden](#) [Retweeten](#) [Favoriet](#) [Meer](#)
- Start to inspire** @starttoinspire 4u
 The Start to inspire Daily is out! paper.li/starttoinspire Stories via @AVEVE @BartLemmen74
 Geretweet door AVEVE
 Openen [Beantwoorden](#) [Retweeten](#) [Favoriet](#) [Meer](#)
- AVEVE** @AVEVE 21u
 Libelle Winterfair: neem deel aan onze wedstrijd en win één van de 5 duotickets! avevewinkels.be/nl/righttopmen...
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#aveve

Flow Compact

Like 0 Tweet 0 G+ Delen 0 Pinit



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2013-10-24



kathleen van hamme
2013-10-18



Els
2013-10-14



katrien_ca
2013-10-12



Sarah Van Loo
2013-10-05



Claeys Jelle Automotive Artwrk
2013-09-30

Need inspiration? 5 social media cases



1

Carlsberg stunts with bikers in cinema

- social stunt to generate conversation for their campaign
- the video ties into its larger advertising campaign, with the tagline "That calls for a Carlsberg" (viral marketing)
- aimed at rewarding men who step out of their comfort zones and prove themselves to be courageous
- very powerful: candid camera-style format + placed on a social medium (YouTube video, 11.7 min views, Sept 2012)



5

Social Gifting, the next big thing in e-Commerce



Discover how you can use social gifting to increase your e-commerce sales. <http://marketingyourwebsite.wikidoku.com/social-gifting-the-next-big-thing-in-e-commerce/>

3

Reasons why bakers should be on Facebook

- A Facebook fan page is indexed by search engines and thus, it improves the SEO of the business
- one of the biggest advantages that a business gains by being on Facebook is the fact that it is able to interact with its fans and customers closely
- when fans read about the terrific experience that other customers have enjoyed they are tempted to taste the baked delights
- The La Boulange Café and Bakery uses its Facebook page to keep fans abreast of the latest events and deals.



4

Leapp Commerce revolutionizes mobile shopping



It's not a hard sell to see why Leapp Commerce is the next big thing in e-commerce. <http://marketingyourwebsite.wikidoku.com/e-commerce-revolutionizes-mobile-shopping/>

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Zappos uses Innovative Marketing Strategies on Social Media

- Zappos = one of the internet's biggest retailers (bought by Amazon)
- their biggest reach is across Twitter and Pinterest (not Facebook); almost 2 million followers on Twitter
- Here's the three things Zappos does well on Twitter:
 - (1) they've provided a face for their brand
 - (2) they tweet interesting and share-worthy information and not just news pertaining to Zappos products
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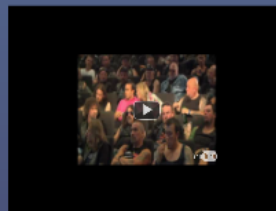
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celineadduci
4 months ago



Zappos_Service
5 months ago



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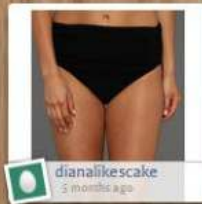
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Mother's Day Macarons

Public • By La Boulange Cafe and Bakery

[Page Events](#)[Join](#)[Maybe](#)

Going (9)



Recent guests (9 new)

Maybe (2)



Invited (39)



Export • Report

Sunday, 12 May 2013

- ☰ Mother's Day is Sunday, May 12th and we want to help celebrate! Mother's Day is the perfect reason to join us for Sunday brunch and share a special moment with mom. So, come into your neighborhood La Boulange and enjoy a delicious Mother's Day brunch in our warm and welcoming café. In honor of this special occasion, we would like to join the celebration by offering every Mom who dines in for Sunday brunch a free 2-piece box of Macarons de Paris. Happy Mother's Day!



RECENT POSTS

4

Leap Commerce revolutionizes mobile shopping



A startup called [LEAP Commerce](#) is launching its Best Decision engine to make the experience of mobile shopping less fragmented and more personalized

Source: [ThinkResults Marketing](#)

<http://marketingyourwebshop.webnode.nl/leap-commerce-revolutionizes-mobile-shopping/>

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