

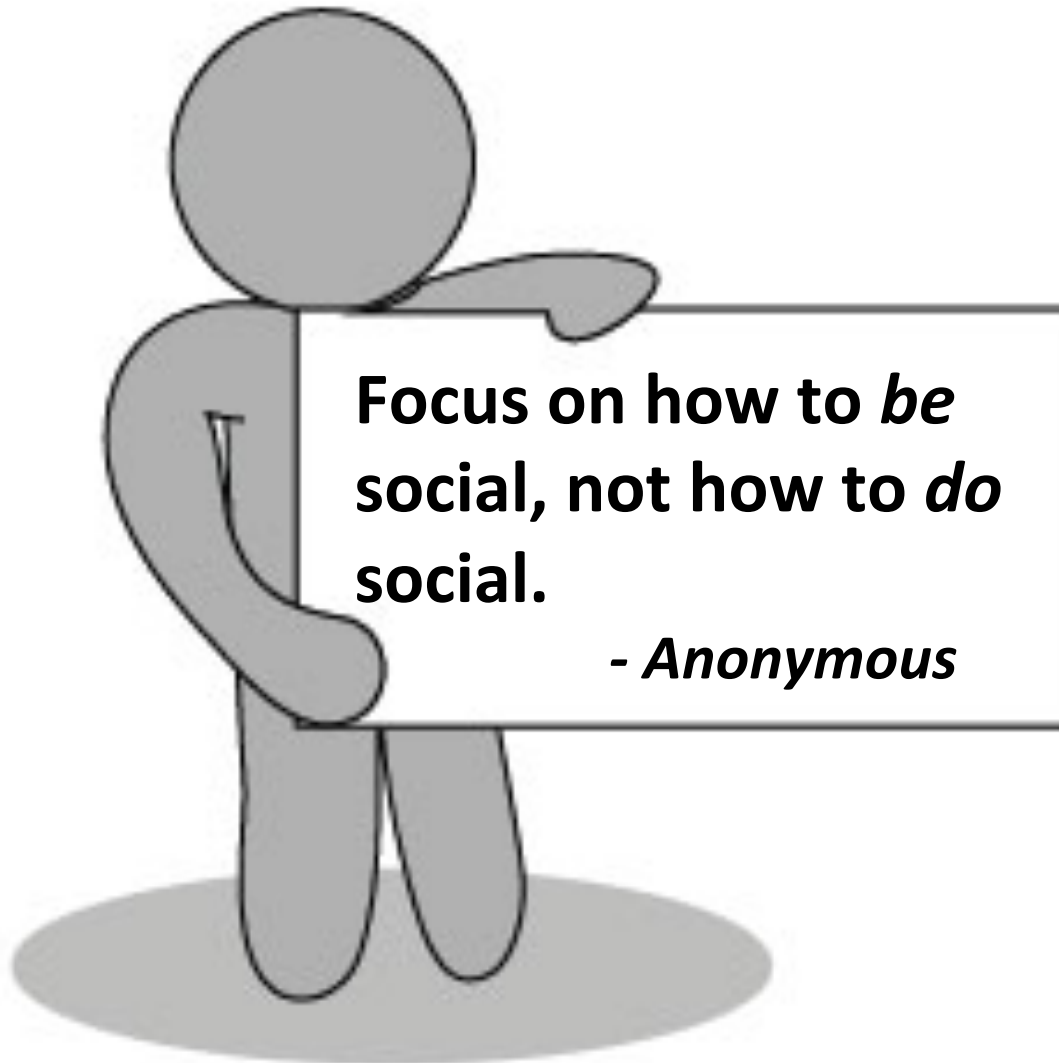
SOCIAL MEDIA CHANNELS: THE FIRST 60 DAYS

USING SOCIAL MEDIA CHANNELS TO ATTRACT MORE CUSTOMERS



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**Focus on how to *be*
social, not how to *do*
social.**

- *Anonymous*

Introduction

We all know by now that using social media has become one of the most important ways for startups to engage within their ecosystem. But with so many social media channels sprouting up every year and endlessly refreshed news feeds, being active on social media can feel to some like a daunting task. Keeping just a few steps in mind will help prioritize your startup's efforts and establish the engagement you're hoping to achieve.



Step #

1

Outline Your Goals

Step 1: Outline Your Goals

When getting started with social media, the first step involves establishing your startup's goals. Ask yourself these questions:

- *Are we looking to generate more leads?*
- *Do we want to establish our brand?*
- *Do we need to increase the lines of communication within our target market?*



Step 1: Outline Your Goals

Social media channels can be a great way to bring on leads and eventually gain new customers.

Are you offering a discount or free trial this month?

By promoting your offers through social media, you're not only driving prospects to your website, but you're also providing your followers with the opportunity to pass your offer along to others, creating a larger network for yourself.



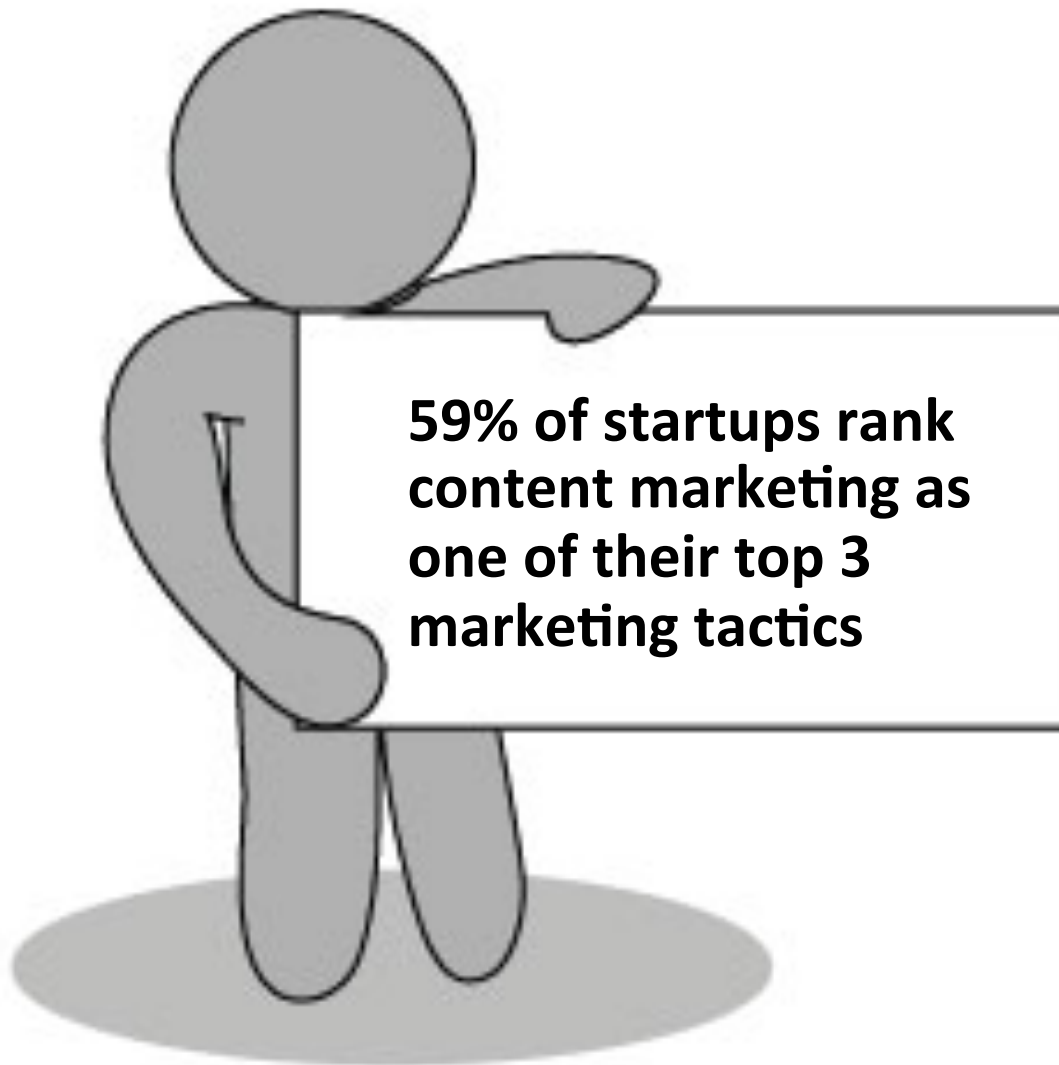
Step 1: Outline Your Goals

Are you developing your brand?

By producing thoughtful content in your field of expertise with visual appeal and distributing this content on specific social media channels, you can create lasting memories about who you are and what you represent for your current and future customers.

Starting a two way conversation through social media channels is a great way to engage with prospects and customers.





Source: Magnetude Consulting Startup Survey, 2013

Step #

2

Establish Your Budget and Resources

Step 2: Establish Your Budget and Resources

Spending time on social media effectively can range from just a few hours a week to someone's full-time job. Deciding up front about your budget and resources will affect how much time you can allocate.

Once you've determined the amount of effort needed for your social media presence, it's important to assign a person who will be in charge of the execution. Depending on the complexity of your industry and your bandwidth, this could be anyone from an intern to a founder.



Step 2: Establish Your Budget and Resources

If a more junior level person is in charge of your social media presence, make sure you have a process for overseeing the content being produced and the ways they engage within the social community.

After all, social media is an online representation of your startup, and it's important that you're being represented accurately.



Step 2: Establish Your Budget and Resources

One way to do this is by creating a spreadsheet for internal use only that tracks all posts before they go public.

This is a great way for a less experienced person to receive feedback on their content and improve in the future.



**Social Media
Planning
Spreadsheet**



"Social media is not just an activity; it is an investment of valuable time and resources. Surround yourself with people who not just support you and stay with you, but inform your thinking about ways to WOW your online presence"

-Sean Gardner

Step #

3

Be Where Your Customers Are

Step 3: Be Where Your Customers Are

Having a social media presence doesn't mean being active on all social media channels. It's important to only focus on the channels where your potential customers are.

Let's take [Intuit](#) as an example. Intuit customers are small businesses in need of financial and tax preparation services.

They focus their social efforts on LinkedIn and Twitter, as these two social channels are great for engaging with many types of businesses.



Step 3: Be Where Your Customers Are

Amazon, on the other hand, sells directly to consumers. They have a large following on Facebook, and in one week they grew their [Instagram](#) following to 15,000!

There's no one answer that will tell you which channels to spend your efforts, but understanding where your target audience goes for information will give you a head start.



Step 3: Be Where Your Customers Are

Here's a snapshot of some of the more major social media networks, and what they're best for:

- **Slideshare:** This is another great social network for B2B companies. It provides a great place to show off your expertise and thought leadership through presentations.
- **LinkedIn:** Best for companies whose target customers are businesses. LinkedIn Groups are an excellent way to find your prospective clients.
- **Twitter:** Great for companies both in B2B and B2C spaces, this social network is perfect for self-promotions and engaging with your professional ecosystem.
- **Pinterest:** This network has definitely become more fashionable with businesses, though images is generally very consumer focused.



Step 3: Be Where Your Customers Are

Here's a snapshot of some of the more major social media networks, and what they're best for:

- **Facebook:** While many B2B companies are on Facebook, the B2C companies tend to spend a lot more of their time here.
- **YouTube:** Companies of all industries and focus can benefit from creating a channel and sharing their company or product videos.
- **Tumblr:** This network allows you to brand your profile page and post anything from videos to images to short-form blog posts.

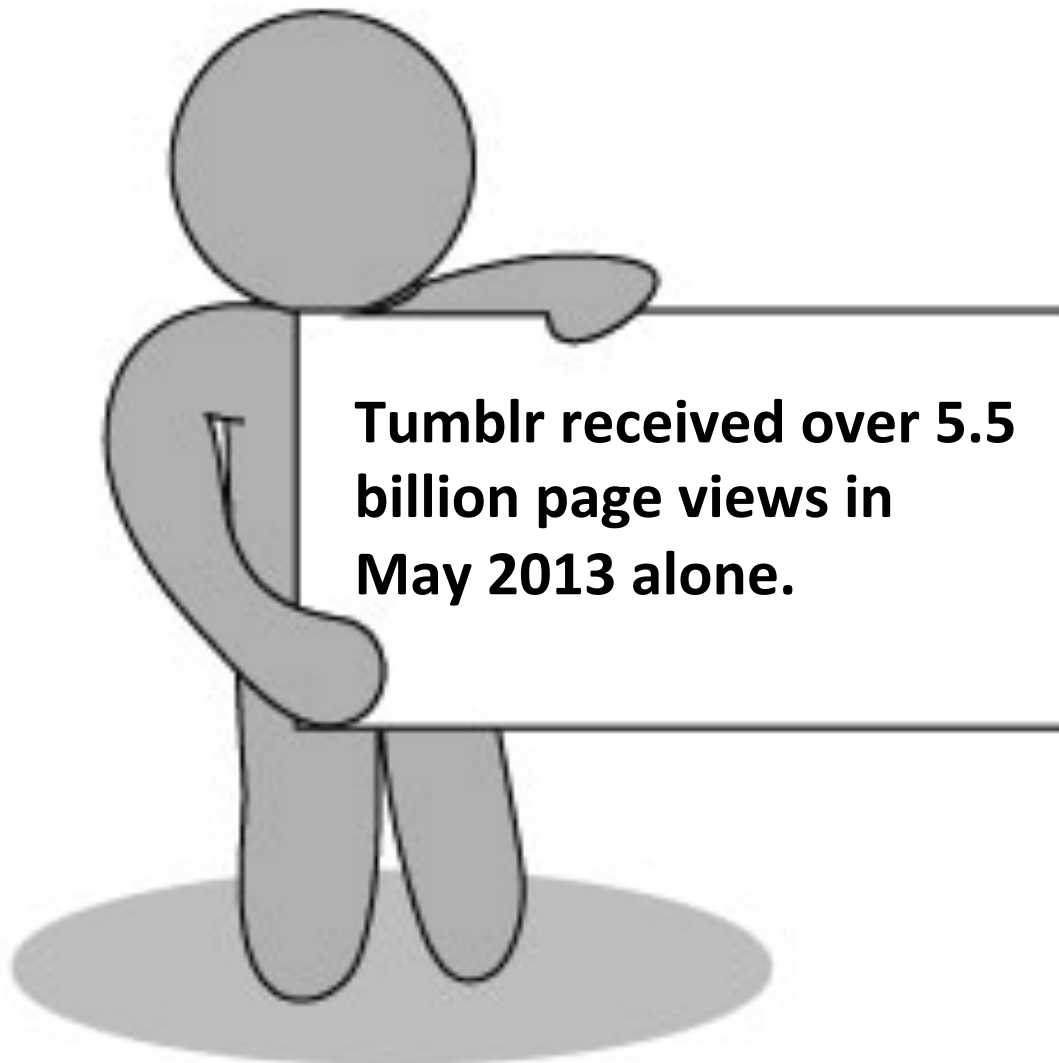


Step 3: Be Where Your Customers Are

Below is a one week snapshot of a social media schedule for a company that spends time mostly on Twitter, but uses Facebook and LinkedIn for special promotions:

all-day	5 Sunday	6 Monday	7 Tuesday	8 Wednesday	9 Thursday	10 Friday	11 Saturday
6 AM							
7 AM							
8 AM		Twitter: promotional post					
9 AM		LinkedIn Company/Group: promotional post		Twitter: commentary on industry-specific article		Twitter: post from event	
10 AM		Facebook: promotional post	Tweet: commentary on industry-specific article		Twitter: comment on a follower's tweet		
11 AM			FW: HKOS / Berman Weekly Status Call	Twitter: Re-tweet of follower		Twitter: commentary on industry-specific article	
Noon					Tweet: commentary on industry-specific article		
1 PM		Tweet: commentary on industry-specific article	Twitter: promotional tweet		Twitter: Re-tweet of follower		
2 PM				Twitter: commentary on industry-specific article		Tweet: commentary on industry-specific article	
3 PM		Twitter: promotional post					
4 PM							
5 PM							

Need more information?
Check out
[this infographic by Mashable](#) to see a demographic breakdown of social media use.



Step #

4

Get Organized

Step 4: Get Organized

Let's be honest. Not many startup leaders have the time or desire to be posting on Twitter every hour, nor should they.

By writing the bulk of your social posts ahead of time and tracking them in a spreadsheet, you'll have access to your entire social presence in one document.

When you're ready to post, there's no need to log in to each account separately.

mashable -from:mashable		
Date	Author	Tweet
2012-02-04T17:12:56Z	DavidKoroghlian (David Koroghlian)	10 Hot Web Startups Changing the Face of Retail http://t.co/...
2012-02-04T17:12:55Z	samanthaopyle (Samantha Owen)	RT @mashable: World Cancer Day Facebook App Hopes
2012-02-04T17:12:53Z	UnoChicagoGrill (Uno Chicago Grill)	Damn You Auto Correct Founder Picks 12 Funniest Texts
2012-02-04T17:12:48Z	MikeButler6 (michael butler)	*@mashable: This mind-blowing video shows the future p
2012-02-04T17:12:31Z	Timothy_Hughes (Timothy Hughes)	Facebook IPO: Test Your Knowledge [QUIZ] http://t.co/YC...
2012-02-04T17:12:21Z	SixFigureStore (The Six Figure Store)	Top 10 Google Chrome Plugins for Small Businesses http://t.co/...
2012-02-04T17:12:16Z	Ferdavalo (Fer Davalos)	@quigre el tipo de United Breaks Guitars ahora andara li
	Shai (Shai trant)	RT @mashable: 12 funniest texts ever from Damn You A

Step 4: Get Organized

Using one tool that accesses all of your accounts in one place and allows you to schedule posts in advance is a must-have.

[Hootsuite](#) is a great example of this kind of tool.

Not only will it save you time, but you can also run reports to gain insight into your social following and the types of prospects who are engaging with you the most.





“There’s no need to re-create everything from scratch ... Look at some of the early adopters, see what they’ve done and see if it makes sense for your organization. And then think about what you need to do to customize it.”-**Dave Fletcher, Utah CTO**

Step #

5

Learn the Details

Step 5: Learn the Details

Now that you know which social channels to focus your efforts, and you have a plan for managing these channels, the next step is to learn how to use these sites to your full advantage.

Keeping up with social media trends is the same principle as keeping up with the latest technological advances in your industry. There are new channels every year, and each network adds new features frequently, so it's important to stay up to date so that you can use social media to its full advantage.



Step 5: Learn the Details

Want to find out how up-to-date you are on the latest social networks?

[Social Media Leaps](#) shares an excellent 60-step challenge to increase confidence and effectiveness with social media.

Here a founder can learn granular features of some of the most popular social accounts, such as how to post an event or discussion topic on a Facebook page to gain more exposure, adding co-tweets on Twitter, and learning how to set up social media applications on mobile devices-- all in 15 minutes or less each day.





“Social media takes time and careful, strategic thought. It doesn’t happen by accident.”

— **Brian E. Boyd Sr., *Social Media for the Executive***

Step #

6

Measure and Optimize

Step 6: Measure and Optimize

Over time you can measure the success of your social presence through a variety of ways. **First**, track your following over time, and determine the types of accounts that are following you.

Ask yourself:

- *Are they potential customers, competitors, or unrelated accounts?*
- *Are there certain types of posts, hash tags, or times of day that seem to attract more followers?*



Step 6: Measure and Optimize

Second, check your website analytics to see what percentage of your traffic is coming from social media.

This is especially important when using social to promote features of your website, such as a blog post, video, or a special offer.

After properly measuring your social efforts, take a moment to reflect on what's working and what's not to optimize your online presence.



Step 6: Measure and Optimize

For the channels with the lowest engagements, decide whether it's worth the effort to continue focusing on those networks or if there could be a different approach for attracting followers.

In contrast, for a social media channel with a growing following and a larger level of engagement, it may be fruitful to spend more time being active in this community.

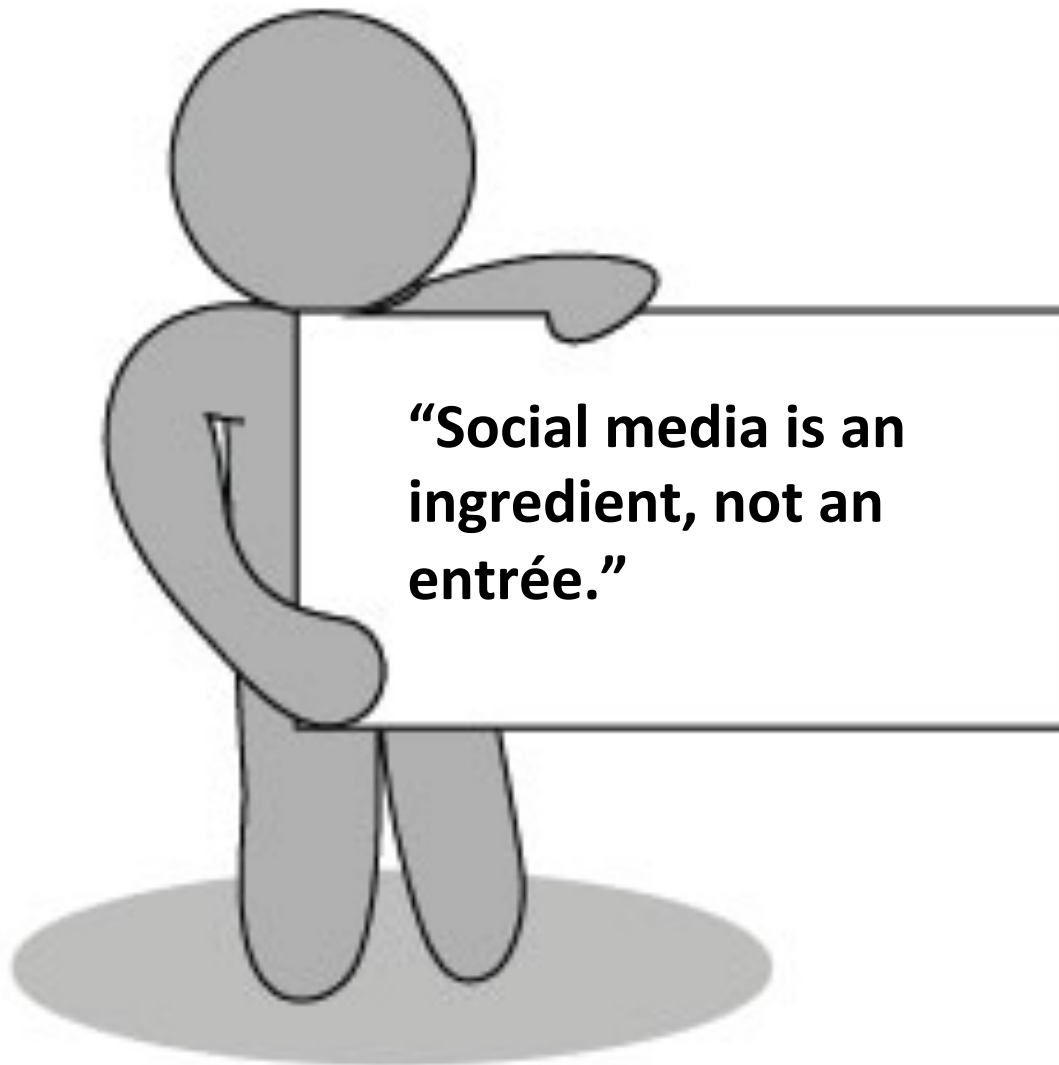


Step 6: Measure and Optimize

Through a collaborative team effort, staying organized and consistent, social media can be a very positive place to raise your startup's brand awareness, engage with your community, and bring on new customers.

If you're interested in developing a social media strategy or to learn how to use social to its full potential, [contact us](#) today.





Source: Magnetude Consulting Startup Survey, 2013

About Magnetude Consulting

Marketing for the Entrepreneurial Ecosystem

Magnetude is a marketing agency that works with tech-oriented startups and small businesses to provide a one-stop-shop for the marketing functions our clients need to be successful with services ranging from market research to go to market-planning, messaging and content development, to lead generation.

Magnetude Consulting understands that to be successful, you must toggle between 'get it perfect' and 'good enough'. We bring quality and rigor to everything we do, but also recognize that we're working with finite (and oftentimes limited) time and resources. Magnetude's creative, business-oriented innovators understand the start-up and tech industry ecosystems and couple it with deep and ever-evolving marketing acumen.