Integrating Traditional, Digital, and Social Media Marketing into Your Business
Say “Social Media!”
EVERYONE
The Internet has turned what used to be a controlled one-way message into a real-time dialogue with millions.

- Danielle Sacks
There is no more B2B or B2C.

It’s H2H: Human to Human.

@BryanKramer
If you're not using **SOCIAL MEDIA**, you're **GIVING AWAY YOUR VOICE**.

- @LisaLFlowers

@LisaLFlowers  #KentEconSummit2015  #NetDE
We don’t want to talk to you.
More questions than answers.
2015 SOCIAL MEDIA MARKETING INDUSTRY REPORT

- 3,700 marketers
- 93% using Facebook
- 66% plan to increase activity on Twitter, LinkedIn, and YouTube
- Facebook and LinkedIn are most important
Social Media is...

- Free or cheap
- Easy to learn
- Effective
- Where your customers are
- A driver to where you want them to go
- A conversation starter
Social Media is also underestimated and undervalued.
Increased exposure and increased traffic

Source: Social Media Marketing Industry Report 2015 by SocialMediaExaminer.com
Social Media Can Help

• Make initial contact and connection
• Educate and inform the public
• Get new ideas or launch a new product
• Gain influence and perspective
• Respond quickly and put out fires
• Create brand ambassadors
• Develop trust and credibility
• Enhance traditional and digital media efforts – stretching your marketing dollars
But why should you REALLY be using social media?
Because it CAN make a difference.
Because it IS making a difference.
“We don’t have a choice on whether we do social and mobile… the choice is HOW WELL WE DO IT”

- @EQualman
One conversation at a time.
“...Social media is not set it and forget it! You have to be present to build relationships just like you are with your face-to-face customers...”

– Angela J. Herrington
The first step to integration is communication. For everything to work together, the messaging has to be consistent!

– Angela J. Herrington
A BRAND
IS NO LONGER WHAT WE TELL THE CUSTOMER
IT IS – IT IS
WHAT CONSUMERS TELL EACH OTHER IT IS

- SCOTT COOK -
The best way to get people invested in a brand is to invite them to participate.

@bryankramer
# 1 Question
Where do we start?
The goal of social media is to turn customers into a volunteer marketing army.

- @JayBaer
A GOAL without a PLAN is just a WISH.

- Antoine de Saint-Exupery
Steps To Get Started

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Start at the top.
Benchmark.
Benchmark your competition.
Set S.M.A.R.T. goals.
Claim your real estate.

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Sit and listen.
Develop a strategy, plan, and metrics.
Be sure to utilize mobile.
Be consistent, helpful, and nice.
Hire a professional to help you.
Integration
Use traditional media to drive social conversations.
Keep a cohesive look, feel, and voice.
Use social accolades in traditional media.
Educate staff on the integration and encourage cross promotion.
Examples
Create a hashtag for your upcoming event.

#KentEconSummit2015
Create a hashtag for your upcoming business trip.

#LisaInLagos
15% increase in 2 weeks
Imagine hearing: “Thanks for listening to today’s program. Follow Cool 101.3 on Twitter at www.Twitter.com/Cool1013DJ.”
Use social to announce traditional.
Use traditional to promote social.
Use traditional to promote social.
3 Newspapers

330+ Ads

Only 41 ads
with social media icons

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Include social icons on your website.
Include social icons on your website AND promote mobile.
Website includes social icons above AND below.
An entire page devoted to social media profiles.

[Image of Social Media cube with various social media icons]

**SOCIAL MEDIA**

CONNECT WITH DELAWARE.GOV AND MANY OTHER STATE AGENCIES

Facebook

Official State of Delaware Facebook Page
Governor Jack Markell
Agriculture

Did You Know? 🤔

Jobs, Delaware State
John Dickinson Plantation
Johnson Victrola Museum

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Using website to promote social.
Using Facebook to promote an app.
Using Twitter to promote website.
Use social media to promote offline events.

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Incorporate social profiles into TV programs
Use company vehicles to promote social profiles.
Use company vehicles to promote social profiles.

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Use packaging to promote social profiles.
Add social profile info (or links) to email signatures.

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Lisa J. Strusowski

Kent County Economic Summit - Keynote Presentation

Hi Lia,

Thanks for great work you and your team did to make this event a success. I am looking forward to a wonderful event!

Regards,

Lisa

Lisa L. Flowers

**Flowers Media Matters**
Changing Companies, Cultures, & Counties
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Instagram - [https://instagram.com/lisaflowers1/](https://instagram.com/lisaflowers1/)

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Add social profile info to your business cards.

@LisaLFlowers
Strategist. Trainer. Speaker.

Connect with me!
@LisaLFlowers
on Twitter, Facebook, LinkedIn, Pinterest, Skype, and About.Me
@LisaLFlowers1 on Instagram
Tips

• Link all profiles (FB post ➔ Twitter feed)
• Share videos and infographics
• Open up customer service channels through social media (AT&T, Verizon, etc.)
• Optimize your website for mobile
• Add social share buttons to EVERY PAGE of your website/blog
• Cross promote – EVERYWHERE

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Add Social Media Information To…

• Menus
• Coupons
• Napkins
• Receipts
• Store bags
• Signs in lobby
• All marketing material
What about...?
Live video – kinda’ one way conversation.
Use hearts as “likes”.

@LisaLFlowers
#KentEconSummit2015
#NetDE
The hottest club in town is Snapchat Discover.
– Fortune

Share moments via videos or pictures that self-destruct. News orgs and publishers using also.
Live video – Like Periscope for a group of friends.
Use “feels” as “likes”. Still in Beta. VERY popular.

Image: Mashable
More questions than answers.
This isn’t goodbye.
Coming Soon!

#NetDEChat

1st Wednesdays at NOON
Starts November 4th 2015

Chatting About All Things Delaware!
Economics - Business - Education - Jobs - Tourism

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Join our Facebook Group!

https://www.facebook.com/groups/MarketingStrategiesGroup/

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Join us for Social Media Saturdays!

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First State.

First in Social.
BEHAVE!
WHAT HAPPENS TODAY IS ON FACEBOOK TOMORROW