

Incorporating Social Media Into Your Business

Best Practices with Examples



My Gift To You

by Robin Harpe
Navigate Your Life
Transform Your Passion into Performance

Basic Do's and Don'ts for Converting Social Media Customers / Followers

1. Virtual customers do not like a sales pitch
2. Engage before you sell, but do sell
3. Develop the relationship
4. Have the attitude that doing business with you becomes an opportunity for them
5. Always come from a grounded point that you want to help others
6. The choice of being transparent is the choice to really involve with people, it is a choice of compassion and connection. Collaboration is the new competition (ALex Bogusky)
7. Come in and be a listener first!
 - ✘ really CARE about people!! Make them feel important - LISTEN first.
 - ✘ pay attention to what people are saying
 - ✘ act and think like your customer, existing and those you seek
 - ✘ participate in the conversation
 - ➔ what are their problems (social media is not about you)
 - ➔ there is no "virtual" you -- you are who you are - be unique not a cheap imitation
 - ➔ how can you solve their problems
 - ➔ give them what they need, not what You are selling
8. Follow
 - ✘ be an open networker
 - ✘ experts in your niche
 - ✘ colleagues & peers
 - ✘ your geographic area
 - ✘ related to business, professional services
 - ✘ potential customers
 - ✘ be selective to a degree, but don't worry about this too much
8. What do you talk about
 - ✘ be aware of the unspoken etiquette
 - ✘ know the lingo, buzzwords
 - ✘ create your own voice - and stick to it
 - ✘ have a conversation
 - ➔ Find a way to share "personal" things - not to be confused with "private" things
 - ➔ Protect family (sharing pictures, addresses, pay attention to backgrounds)
 - ➔ what you are doing now - with limits
 - ➔ inspiration - share quotes in the morning; articles / content in afternoon
 - ➔ tips, tricks, tactics
 - ➔ thought provoking concepts
9. Organize your relationships (categorize the relationship not the person)
 - ✘ Find
 - ✘ Assess
 - ✘ Follow
 - ✘ Group
 - ✘ Converse
10. Invitations Drive Traffic (make sure connect outside of the platform you are using) The platform "owns" your connections; move these people to your web site list and/or download a CSV file of your contacts.

11. Where do you invite them

- ✖ Blog
- ✖ Give Free content, coupons, etc.
- ✖ Tweet-ups, Speaking events, offline events
- ✖ Links to new products / services

12. Partner Up: joint ventures, leverage exposure of another's audience, guest blogging

13. Leverage Yourself

- ✖ Discover your micro-niche
- ✖ Provide value to your audience
- ✖ Make sure you and your content are educational, entertaining, inspiring
- ✖ Let the appropriate media people know your story

13. Goals of Social Media

Create Relationships, Develop & Maintain Relationships, Organize Your Prospects

Invite them to participate with you, Once you have this down -- Just repeat for success

Remember before you can convert traffic you must:

Build your audience

(what kind of person are you trying to connect with - what does your ideal customer, client, recruit look like)

Get to know them (always create content that shows you know their pain)

Figure out their issues and create a solution

(have sub lists if you have more than one subject / niche)

Best practices:

- ✖ Giving away freebies or discounts
- ✖ Mentioning them by name in your newsletter
- ✖ Referring new business to them
- ✖ Re-Tweeting their tweets
- ✖ Giving them public recommendation

It is your responsibility to WIN them, because you said you could help them then if you do not -- you have dropped the ball!! Plain and Simple.

Zig Ziglar said, "There is no traffic jam on the extra mile".

Tom Peters said, "Under Promise, Over Deliver".

Perry Belcher said, "Your audience will trust you until you give them a reason not to"

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Social Media Responses: These are examples, please create your own script

1. Someone comments you have a great blog post.
 - Thanks Bunches
 - Rock On
 - I get inspired when I get to inspire
 - I love what I do
 - Thank you! Please let me know how I can help you :)
 - Thank you! I'm all about passion, purpose and prosperity!

2. Twitter
 - RT / FF, Thanks for helping spread the word on this, it means a lot
 - Thanks for posting this, I really appreciate it
 - Thanks for the RT I hope your readers get a lot out of it.
 - Remember to FF back

3. Customer Service
 - Thanks for connecting! Please contact _____, who maintains my calendar (or this area, etc. list the email address)
 - for support issues - Let's see what we can do to help you resolve this. Please contact _____(email address) Thanks!
 - for billing issues - Let's see what we can do to help you resolve this! Please contact _____(email address) Thanks!
 - Thanks for your inquiry! Please contact _____ to get the ball rolling! (email address)
 - Thanks for your inquiry! Please contact _____ who maintains my calendar and will get the ball rolling!
 - Forward requests requiring detailed follow-up to: _____ (email address)

4. Recruiting, depending on the platform use these generic responses or create your own script. Don't forget to train all your HR or Marketing staff (whomever is monitoring social media) on how to respond. For recruiting you must be consistent.
 - If you have not heard from us within two weeks please email recruiter@yourcompany.com
 - We are thrilled to have the opportunity to review your qualifications and typically you should hear from us within two weeks.
 - Thank you for applying with _____.
 - Check back often and apply for other positions you are interested.