

# Tigard Area Chamber of Commerce



8/12/10

**“Lunch & Learn”**

Facebook and Social Media



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Jeannine Shingler

# “Getting on FaceBook was easy, now what do I do?”

- Your marketing strategy – should include online.
- Leverage your time, increase your reach and effectiveness.
- Cultivate and grow relationships – people do business with people they know, like and trust.
- Monitor company name and public perception.
- Customer service, “word of mouth” advertising, referrals.
- Survey and test new products or service offerings.



# Did you know that ...

- If Facebook were a country, it would be third-largest in the world, and growing!
- YouTube is the 2nd largest search engine in the world. Every minute, 24 hours of video is uploaded to it.
- LinkedIn is the largest network of business professionals in the world, with over 70 million users in 200 countries. 12 million of them visit daily, and a new person joins every second.
- Millennials now outnumber Baby Boomers. 96% of them have joined a social network.
- 78% of consumers trust peer recommendations about products. Only 14% trust ads.
- **93% of all business buyers believe all companies should be on social media platforms.**



# Why FaceBook?

- Social Media as a marketing medium is exploding, in the moment, in demand, flexible, scalable, low cost marketing machine.
- Also a social community, interactive, combines virtual and face-to-face, and changing the face of how business gets done.
- Effective way to develop online and offline relationships with greater numbers.
- Law of BIG numbers.
- 500 Million users – over 100 Million in the U.S.
- Games on Facebook – Zynga (FarmVille) 2009 Revenue in excess of \$200 million.
- How much is a new customer worth to your business?
- Do you think that you might find new customers?



# Too much information!



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# Cutting through the clutter.

- How do you eat an elephant?
- There is no “one size fits all” social media strategy.
- Your Website, Facebook, Twitter, LinkedIn, Blog – connect them.
- Focus and target your effort.
- Who is your IDEAL Customer?
- Focus on meeting people who are like your ideal customer. (But DON'T treat them like a PROSPECT!)
- Develop relationships & networks.
- Integrity, trust, reputation = Referrals and new customers.
- What is your IDEAL Network?
- Where do they “live” online? Go there.



# The Network Effect

**Maximum leverage is achieved when people promote you without being prompted.**

The value of Facebook and Social Media is the ability to extend your reach, leverage your time and take advantage of the Law of Large Numbers.



# Facebook Training

- Facebook 101 – Forty Minutes of Free Facebook Training webinar every Tuesday. (no class 8/24)
- Do & Not Do on Facebook?
- Posting for visibility on the News Feed.
- Marketing your business
- Notifications, Events, Invitations, find People, Groups, Pages, Ads, Traffic, Blogs, Business Account, Removing Content, Blocking Game/Spam Apps, Create Ads, Links.



# Don't want to do it all alone?

Leverage your time and energy by outsourcing pieces of the social media puzzle.

- Social profile management – we post for you.
- Coaching & Training – we teach you to “fish”.
- Social media marketing strategy consulting.

**Fresh Roots Social Media can help.**

**360-693-7711 – [info@freshroots.net](mailto:info@freshroots.net)**

**[www.facebook.com/freshroots](http://www.facebook.com/freshroots)**

