

# Using Social Media Strategically

by Catherine Heeg



Are your clients more likely to hang out at the library, the golf course or the corner pub? By understanding where your targeted clients spend their free time, you'll be better able to connect with them and inspire them to join you in your business success. The same concept applies to social media.

Here's a checklist for you to use to assess your involvement in social media and make certain you're on the right path.

### Know Your Audience

In order to learn where your clients spend their online time, it's imperative that you ask them. Survey them or conduct a poll to learn where you can join them in their social media foray. Just think of the consequences if you believe all of your clients are on Facebook, when they're really on Twitter. Are you trying to meet them at the golf course when they're really at the pub? How will you ever interact with them?

### Crystallize Your Goals

Write down exactly what your expectations are for your traditional media and social media campaigns. Like anything, once they are written down, they are able to provide direction and clarity. The next step to clarity is to put some milestones in place to guide you to your end goal.

### Time and Talent

We all have the same 24 hours each day. How do you want to spend your time? At a recent session someone asked me how anyone gets any work done since it seems everyone is constantly on Facebook or Twitter. Perhaps this is the new way of working. If you find that you're making new contacts and generating more new business in the social media world, perhaps the old way of working takes a back seat—or at least rides tandem.

While we all have the same amount of time, our talents are different. Are you brilliant at writing but hate the thought of doing any technical projects related to your marketing efforts? Determine your interests and level of brilliance and then consider finding someone else to do the things you dread.

### Measure and Analyze

Now that you've connected with your clients in the social media milieu that they prefer, it's time to measure your success and see what's being said about you.

### Revise, React and Respond

Once your marketing efforts bring you measurable results, you have the luxury to focus on what's working, react to new opportunities and respond to all the new pieces of business coming your way.

At this point, you can revise your original plan to react to the evolution of your marketing efforts. You've learned from your client conversations and can respond to the ideas that have been generated.

The beauty of social media marketing is that it is constantly evolving. You can be creative in meeting the demands of your clients when they respond to your calls to action. To do this, you'll want to consistently provide new material on your Web site and in your product offering. You'll want to consider frequently posting blogs and updating your social media and Web sites as well as providing contests and other ways to engage your clients.

While this checklist skims the surface, I've put together a more task-oriented checklist for each form of social media. Please contact me, and I will be happy to provide you a copy so that you can cover the hands-on details necessary to bring you greater results.

Charles Darwin once said "It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is the most adaptable to change."

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## Web-based Tools for Measuring and Analyzing Social Media Marketing Results

These Web tools provide a number of ways for you to listen, measure and analyze. Knowing your marketing goals will help you decide which tools to implement.

#### [www.twitrratr.com](http://www.twitrratr.com)

Track and distinguish positive and negative tweets

#### [www.summize.com](http://www.summize.com)

Searches Twitter for all posts related to a specific topic

#### [www.Technorati.com](http://www.Technorati.com)

Tracks and organizes what's being talked about on blogs

#### [www.twitteranalyzer.com](http://www.twitteranalyzer.com)

Analyzes your Twitter followers

#### [Google.com/alerts](http://Google.com/alerts)

Track what's being said about your company or another company

#### [Google.com/analytics](http://Google.com/analytics)

Tracks visitor stats about your Web site

#### Facebook

Check your Insights page as well as the e-mail sent to you to analyze your fans

#### [www.socialmention.com](http://www.socialmention.com)

Like Google alerts but designed to track and analyze social media.