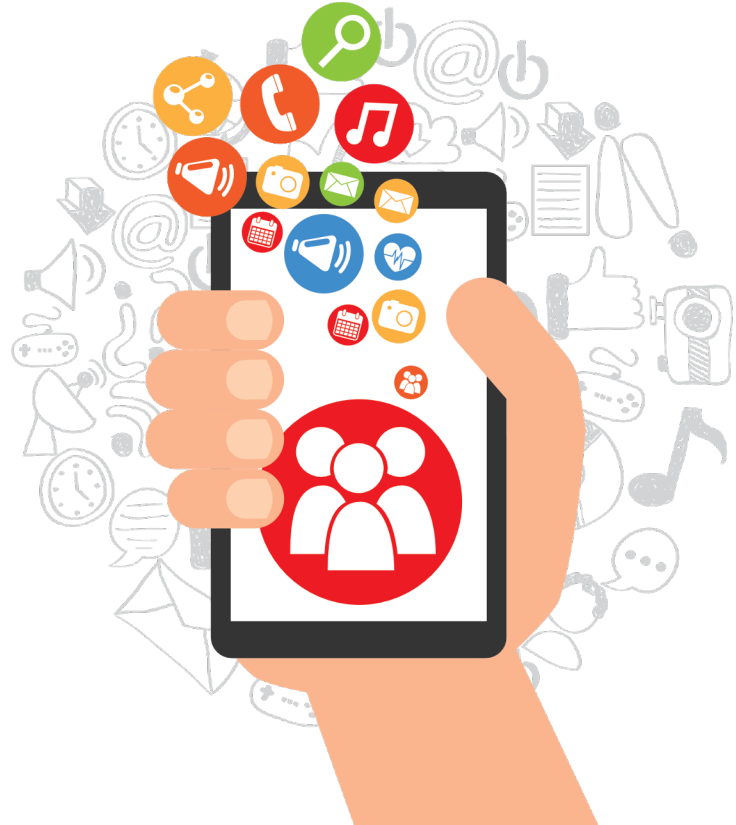


SOCIAL MEDIA FOR BUSINESS



The Kingdom.



WELCOME

Social media, the necessary evil. The time-zapping task that falls to the bottom of the pile because it is just too hard. Or is it?

Thank you for downloading this eBook. We find there are many questions surrounding social media for business, for many people it can be an overwhelming part of your marketing strategy.

Let's take a look at some of the common questions we hear about social media here at The Kingdom.

We might even bust some myths.



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ABOUT ZAAHN



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Whether it is Pinning, Instagramming, Google AdWords, Blogging, Facebooking, content marketing or Tweeting, I love the power of clever social media. I am an Adelaide-based social media specialist. With a background of operating a successful children's online retailer and as a public relations consultant, I have first-hand experience of the challenges all businesses face to get their message heard. It's a great example of how public relations, inbound marketing and social media has evolved.

After being one of the first staff members to work at Next Byte back in 1996, I have a strong IT background. I lead The Kingdom's social media specialist team. It's been fantastic watching the business grow into one of the best social media agencies in Adelaide.

I have lots of great experience in engaging consumers and creating a social environment where likers and followers come to see what is happening.

1 **CONTENT** **IDEAS**

CONTENT IDEAS

Knowing what to share on your social media channels.

Here are some content ideas that you can share:

Blogs

Always give a snippet of the blog, a short burst of what the reader can expect to read. Always include a link so the reader can click back to the site. We recommend using Bitly - a URL shortening tool which lets you track the clicks on your link.

Images

Facebook is a visual tool, as is Google + and Instagram. Statistics show that images with text overlaid have a higher engagement than stand-alone images or posts without images at all. We use Word Swag, a fun and easy to use App on the iPhone (sorry android users). Download it and have some fun with some images.

Infographics

Having infographics that relate to your business, or are from your own blogs, are easy to read on social channels and should be shared often.



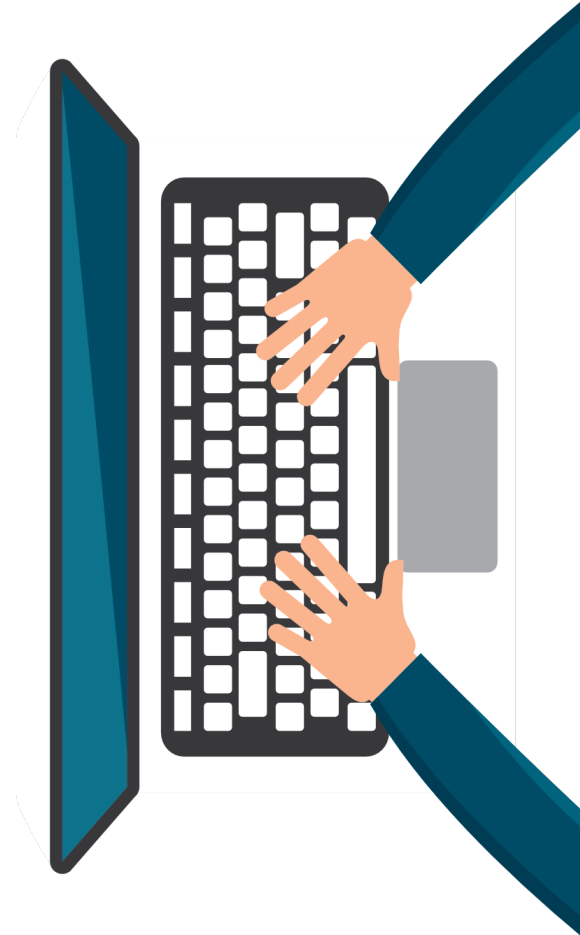
2 WHAT TO POST?

WHAT SORT OF INFORMATION SHOULD I POST?

The purpose of social media for your business is to drive traffic to your website. Brand awareness comes from social media presence also, but the aim of the game is get people to your website.

Once on your website, this is where your buyer's journey starts. So what should be posted on your website? In order to answer this, you need to look at your target audience.

Don't fall into the trap of thinking that the audience on each platform is the same.



3 **TWITTER FOR BUSINESS**

I DON'T HAVE TWITTER - SHOULD I USE IT?

Twitter combined with a link to your website is a very good way to get traffic pushed back to your website. Google AdWords and working with the Google Keyword tool is one way of doing this, but so is Twitter.

Twitter is also a great way to re-purpose social media content, plus it's fantastic for your WordPress blogs. Write the blog, then Tweet the URL to tell the world about your amazing contribution to content marketing and humankind in general.

Time to uncuff your restrictors and have a crack at it.

*"Twitter gets your
message out fast"*



4 **GOOGLE +** **VS FACEBOOK**

IS GOOGLE + BETTER THAN FACEBOOK?

The Kingdom have long been fans of Google+. We have been getting extraordinary traction with our content for months now. It does surprise people as most people don't rate Google+. It seems unappreciated.

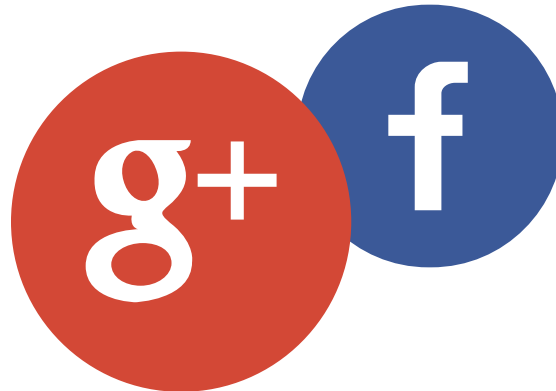
So what is it about Google+ that we love?

Why is it flying under the radar, playing poor cousin to the popular Facebook platform? [Google+](#) should be more appreciated, especially when you take a second to remember Google+ is owned by Google.

Google owns the number one search engine in the world and the number two search engine in the world, YouTube.

The search algorithm is top secret, but you would have to think that Google+ gets a more favourable hearing than their cross-town rival, Facebook.

It's a logical leap that if you are active and dynamic on Google+ that is going to help your Google search algorithm ranking.



5 **FACEBOOK FOR BUSINESS**

WHAT IS THE POINT OF FACEBOOK FOR MY BUSINESS - REALLY?

Facebook can be confusing for businesses these days. Paying to boost posts to get your message out to your followers is an easy trap. After all, you have worked hard to get those followers and you want them to read your posts.

We often find that this pay-to-play theory is not mutually beneficial. Facebook wins, but you don't.

This is where the Facebook Ad Manager becomes your best weapon on Facebook. The Ads Manager allows you to target your posts to a region or age demographic and lets you nominate a budget that you are comfortable with.

You can also use Pixel Tracking through Ads Manager.



6 **PIXEL TRACKING**

WHAT IS PIXEL TRACKING?

Pixel tracking involves the insertion of a special line of script attributed to a single pixel image which sits in your website footer. This code passively tracks user interactions on the page - the things that it tracks depend on how the pixel was generated and which platform or framework it is based on. Pixels can track activity on the whole site, or just one specific page, like a checkout page, or a product page on an eCommerce store.



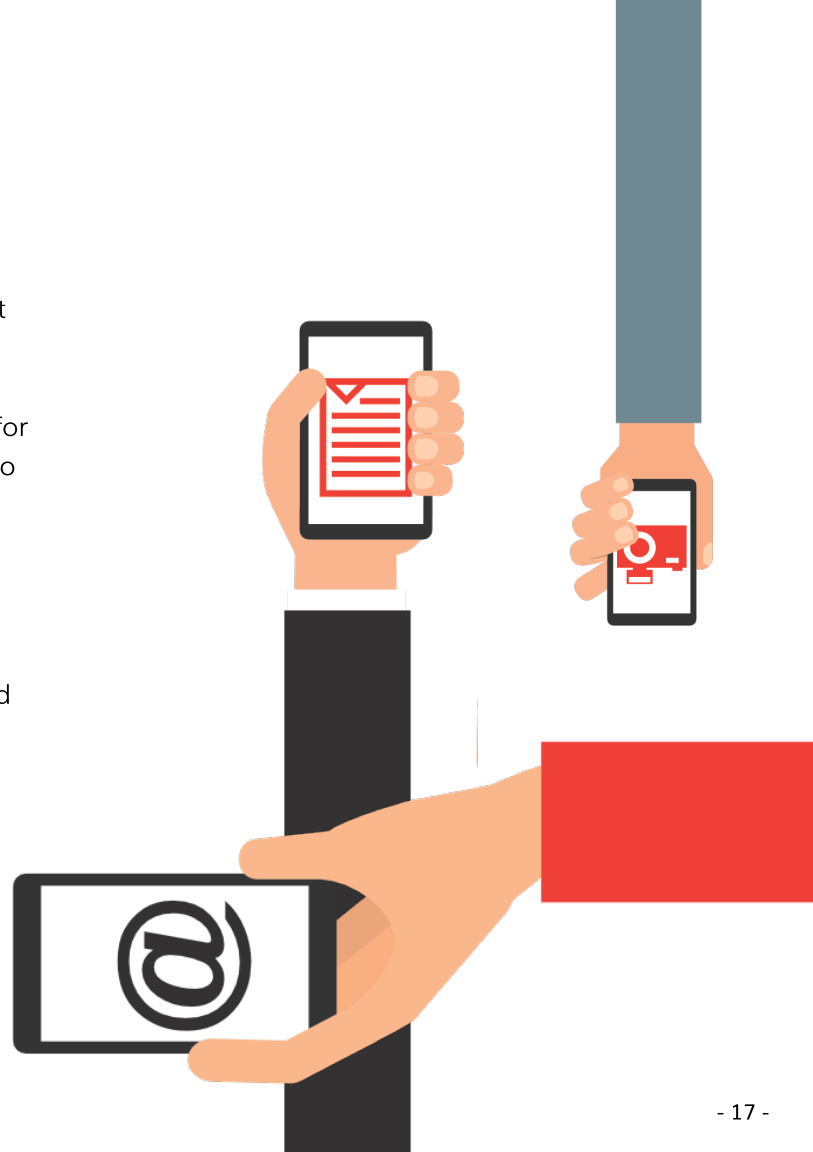
WHAT IS PIXEL TRACKING?

How do I get it working?

There are a few ways to do this on different sites. It's a bit of a black art, but if you get it working then your website can really get working for you. [The Kingdom's](#) digital marketing team can help you get pixel tracking working for your website today. It's possible to work pixel tracking into your Facebook marketing strategy and even Facebook Mobile. It's a key reason [why you have a Facebook page](#).

Facebook allows you to remarket to people that have visited your website, because of pixel tracking.

It can also be used to enhance your Google Analytics, and Google AdWords.



7 COMPLAINTS

WHAT IF I RECEIVE A COMPLAINT?

This is a common question. A question that is fair, too. Unfortunately you can't have it only one way. If you want to receive great feedback online, then you need to be prepared for negative feedback also.

There are many keyboard warriors out there - it is often much easier for customers to type out their frustrations rather than have to speak to someone on the phone.

By typing out a complaint, the customer is not engaged in a 2 way conversation, they don't have to listen to you - they can just blurt. Often this is all they want to do. Be heard.

In order to deal with a complaint on your social media channels - the process is clear and straight forward, and should be implemented straight away.



THE PROCESS OF DEALING WITH AN ONLINE COMPLAINT

1. Acknowledge the person, reply to the Tweet or Facebook post.
2. Use the person's name. This shows your response is not automated.
3. Address the problem "we are sorry to hear about your experience in our store."
4. Take it offline.
5. Once the email or private message has been received, respond promptly. Don't give them another reason to complain. From here, it is up to you and your business to decide how to handle the complaint. It might be a voucher or coupon code to use in store. It might be a site visit from a service technician to remedy the situation.



8 MORE
QUESTIONS

STILL HAVE QUESTIONS?

We hope to have answered some of your social media questions.

There is a lot to consider when it comes to all the different platforms and the content you need to create to effectively drive traffic to your site. Would you like to learn more about your social media channels?

Register to receive a free social media audit with our inbound marketing experts, and you will learn:

- ▶ Which social media channels are working for you
- ▶ Which social media channels need improvement
- ▶ How to increase traffic back to your website through social media
- ▶ How to get better conversion on your eCommerce platforms
- ▶ Who in your target audience is being reached, and how to better access them

Our free social media audit will give you the information you need to transform your social media into an efficient, lead-generating tool for your business.



The Kingdom.

Why not book a 15-minute introductory chat?
It's free and we can point you in the right direction.

Call: +61 8 8232 1125

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Or you can find us on:



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