PART

One

RELATIONSHIP MARKETING BASICS

Chapter 1   How to Get Started in Relationship Marketing and Overcome Your (Perfectly Normal) Fears

To conquer fear is the beginning of wisdom.
                                        —Bertrand Russell

To help you get started with social media marketing, let's use the acronym P.O.S.T.—a concept developed by Forrester Research. As explained in the book *Groundswell* by Charlene Li and Josh Bernoff, P.O.S.T. helps to simplify and use a template for how to approach social marketing.[1]

P IS FOR PEOPLE

Where are your people? Are they mostly on Facebook? Are they on Twitter, LinkedIn, or Google+? Are they on a completely

different network that may be serving the Asian or European market? You need to do some research and find out if your target market uses a particular online social network more than any others. Before you can do this, however, you first need to be clear about who your target market *is*. Marketing professionals have long used psychographics to determine target markets—an analysis that consists of behaviors, trends, cultures, and ways of thinking attributed to certain geographic locations. With such a surge in online engagement, you can now also assess your target market based on technographics, a concept coined by Forrester Research and explained in *Groundswell*. Technographics is a composite picture of the type of people you're trying to reach, which networks they hang out on, and—perhaps most importantly—how you're going to reach them.

O IS FOR OBJECTIVE

What do you wish to accomplish through new media marketing? What is your main goal here? Do you want to build your e-mail list and sell more products? Are you looking to just improve brand sentiment, or do you want to launch a new product or service? Are you interested in creating more demand or increasing existing registration numbers? Your overarching end result of your marketing needs to be clear.

S IS FOR STRATEGY

This is a step that people often miss entirely in the world of social and relationship marketing; they go straight to tools and tactics and overlook strategy. Many business owners get involved with social media as a result of peer and media pressure. They jump on board—often blindly—because they've heard about Facebook and Twitter on the news every day and have seen other companies using Facebook as their primary landing page. Unfortunately, they don't join the sites with any clear

objectives in mind; sometimes they don't even know if their target market is engaged on those platforms. In short, they don't have a strategy. They just throw a page and profile together hastily and hope that somehow, something magical will happen.

You have to plan out your strategy and ensure that it's in alignment with your primary objective. For instance, when you set out to create your Facebook fan page, ask yourself how you will engage people. Will you run a contest to drive people there? Will you send out a broadcast message to your current e-mail list to persuade your subscribers to come over and join you? Will you let them know about a special offer that's available only to fans?

T IS FOR TECHNOLOGY

Many businesses get this entire P.O.S.T. system backward and are trying to work with T.S.O.P.—in other words, they begin their efforts with technology. They start by joining Twitter and Facebook and throwing together some semblance of a social profile. Their ''strategy'' might be to use automated systems or hired staff to help build fans and followers, because they heard somewhere that it's all about the numbers, and whoever has the biggest Klout[2] score wins. Unfortunately, most of these companies aren't even clear about how to use these social sites—and many haven't bothered to do the homework to figure out whether their target markets are even actively present on these sites.

However, it's hard to imagine that at least a cross section of your target market would *not* be on Facebook. As I'm writing this, Facebook has well over 700 million active users[3] and is inching toward its first one billion members. With that number of people on one platform, it's almost guaranteed that your target market will be in there *somewhere*. Perhaps not every member and maybe not 100 percent—but it could be 20 percent or as much as 50 percent, with the remainder active on sites like LinkedIn and Twitter. Ad Age compiled the infographic shown in Figure 1.1[4]; this useful graphic serves to give you an overview of users on Facebook, Twitter, and LinkedIn.
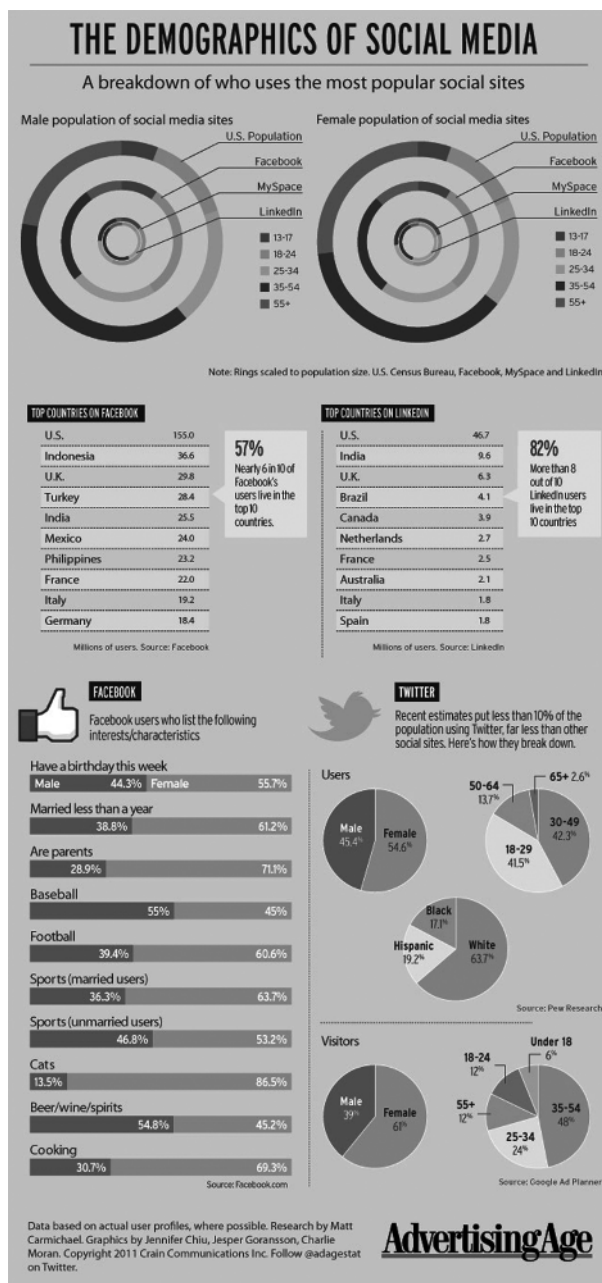
FIGURE 1.1 The Demographics of Social Media

There are various tools you can use to research the demographics of your target market, such as Radian6.com and Research.ly, sites that allow you to identify the conversations and influencers that matter to your business. My favorite site for the latest Facebook statistics is SocialBakers.com.

See also the Resources section at the back of the book for more suggestions and visit RelationshipMarketingBook.com/free for an updated list of tools and helpful resources with live links.

MOVE FROM ONE-WAY TO MULTIWAY COMMUNICATION

As you read this book, you will learn about the nine steps to setting up and creating measurable results through relationship and social marketing. The true basics of how to get started are in these four elements: people, objective, strategy, and technology. However, business owners are often hesitant to move forward because they are, quite simply, afraid. It's perfectly normal to have fears about creating an online presence and establishing your brand on such viral platforms. After all, it really can feel like the whole world is watching you.

Prior to 2006 (when Facebook was made available to the public), business owners had the luxury of remaining quite private. We didn't have to live in a fishbowl and be completely exposed by consumers sharing everything and anything online. Although we conducted our business online, the only real two-way connection with clients and prospects was a contact form on our websites.

Then blogs—a forum that helps to create a more interactive two-way communication—began to increase significantly in popularity. Now your company can put up an article and openly invite people to leave their comments. Although this is an improvement and a step toward customer control, the company—for the most part—is still in charge.

Then, when social networking sites exploded, the invisible middleman disappeared. Brands no longer had to rely on only old media such as radio, TV, print, or even direct mail to reach their audience. Although e-mail marketing is still active—and should be integrated into an overall marketing plan—it's absolutely vital to include the social media aspect in all forms of your marketing.

By having active social networking profiles and promoting them in all your marketing materials and anywhere your prospects and customers may be looking, you'll dramatically increase your "viral visibility."

CONQUER THE FEAR OF EXPOSURE—MY STORY

> *Courage is doing what you're afraid to do. There can be no courage unless you're scared.*
>
> —Eddie Rickenbacker

For me, the process of writing this book evoked the same fear you may face every day when marketing through social media—a fear of exposure. I was painfully shy throughout most of my school years. My least favorite subject involved reading aloud. I would shrink down in my chair to make myself less visible, hoping the teacher wouldn't call on me. However, I did very well academically and ended up skipping a grade in elementary school in Canada, which allowed me to graduate at a younger age. I then moved to Scotland, and while my peers were all graduating high school at age 16 going on 17, I joined them at age 15 going on 16—and went straight into the workforce. I wasn't attracted to attending college at the time.

Fortunately, I began to gain confidence as an adult and also developed a thirst for further education. I attended evening classes, became very active in the speaking club Toastmasters, and discovered Lee Glickstein's Speaking Circles in later years. What I loved about Speaking Circles was that they did not emphasize getting the content and delivery perfect, but rather focused on connecting with the audience from the heart. This is what I've attempted to do throughout this book.

Computers and technology have always fascinated me as well. In my early teens, my dad would write music that I programmed into an old Sinclair C50—the one with the cassette tape drive on the side of the keyboard. (Uh oh, I'm dating myself here!) I've also always had a fascination for people and figuring out what makes them tick. I've studied a wide array of personality assessments;

I have a deep understanding of my own traits and motivations and can easily recognize other personality types. With the right education, experience, and wisdom, over time, I conquered my fears of public speaking and really putting myself out there.

Throughout my varied careers as a legal secretary, ad salesperson, software marketer, motivational trainer and coach, and business manager, my two loves—people and technology—continued to prevail. As I look back over my years in the workforce, the jobs I loved the most were those that involved direct connection with people and training them on new technology.

It's therefore no surprise that I have such an affinity for social media. This is precisely why I am so excited to help you get past your fears and benefit from everything that these new exciting platforms and tools have to offer both you and your business. "Knowledge is power," as the saying goes—in fact, knowledge applied is where the power happens.

IDENTIFY YOUR FEARS AROUND SOCIAL MARKETING

> *Understanding is one thing. Action is another. You can spend years understanding your fear of water & still never walk to the edge of the pool.*
>
> —Barbara Sher

Many people's fears about social networking stem from their beliefs about a right to a certain level of privacy. They don't want to expose their inner workings and are concerned about confidentiality and what their employees are sharing online. However, using social media marketing for your business doesn't mean giving away all of your company's information. Like any other business process, your social media policy must clearly establish rules for protecting your intellectual property, trademarks, and projects you are working on behind the scenes. To help guide you on the specifics of this, we discuss managing copyrights and similar proprietary information in more depth later in this book.

The following 11 fears are the ones mentioned in the introduction Now, let's do a reality check and also work to alleviate these fears.

Perhaps you'll recognize yourself in a few (maybe even all!) of these common challenges:

Fear 1: "I don't have time to build relationships with people I don't know."

This is the single most common protest I hear when talking to people about why they have not yet fully embraced and integrated social media marketing into their business. Time is a major factor; of course, it takes awhile to nurture and build relationships. You won't be able to really build a presence, get visibility online and offline, and establish traction with a strong following, fan base, and subscriber list overnight. The good news is there are systems to help automate some parts of your social media marketing. But you can't completely automate or delegate your own relationship building; realistically, you will need to set aside regular time to connect with the right people.

Fear 2: "Social media seems like a full-time job; I'm already maxed out doing what I do."

If you are a solopreneur or run a small business, you probably have limited resources with which to invest in subcontractors or additional staff to take care of all this for you. And even if you can afford to hire someone, you still need to train and oversee that person, because he or she will be representing you.

Some large companies that aren't in tune with social media marketing and haven't invested in training will often delegate the social media management element to the information technology (IT) department. But just because the people in this department know the technical workings of the Internet, it doesn't mean they have the expertise and knowledge to engage and be effective relationship marketers online. Some organizations may delegate these efforts to human resources, customer relations, or public relations (PR). Social media can—and should—be integrated into all of those departments. Everyone from your janitor to the chief executive officer (CEO) should know that you're on Twitter, Facebook, and LinkedIn—and you must make your company's values and social media policy clear from the beginning.

Fear 3: "I don't want to have to learn it all; just give me the basics."

The technology part of social media can be very complex. Even having been immersed in this area for many years as a social media expert, I still find the changes to be rapid and numerous, especially with sites like Facebook. It can be extremely difficult to keep up. I completely understand why people have such strong apprehension about needing to learn so much new technology. And it's not just technology that's an issue; there are also the many unspoken rules of etiquette and best practices. How do you know if you're doing something right as your finger is hovering over that Send, Share, or Tweet button? This is a major concern for many business owners, as well as the people in charge of learning social media's technology and "soft skills." My goal in writing this book is to support you in learning exactly what you need to know and understanding what you can outsource.

Fear 4: "I want to protect my privacy; I don't want to live in a glass house."

Of all the social networks out there, Facebook has been in the news the most—regarding the enormous criticism of how its privacy policies (or lack thereof) have exposed member profiles. Yet interestingly enough, it's actually the user who does not fully understand how to best take advantage of and utilize Facebook's privacy settings. Facebook has incredibly granular settings for this that allows users to set themselves up to be practically invisible or completely wide open, depending on their preference. Not only that, you get to choose exactly what information goes out through the World Wide Web. In Chapter 3, we'll discuss the area of privacy in more depth.

Fear 5: "I want to protect my content from plagiarism."

This is a prevalent and valid concern for anybody who uses the Internet. As soon as you write a blog post, it becomes your copyrighted intellectual property; unfortunately, though, it's fair game for someone to come along and decide that they're just going to take your content and put it on their blog. There are services out there, like Copyscape.com that will—for a small fee—alert you when your content has been copied and placed elsewhere. You can also sign up for Google Alerts, which is free.

Google Alerts allows you to track certain keywords that are relevant to you, your company, and your content and sends you a notification when these terms show up anywhere online.

Let's say that you're a professional photographer who uploads your photos on Facebook. Anyone can download these photos in high resolution—something that makes me sympathize with photographers who are trying to protect their work. One way to guard your photos is to place a watermark on every single image posted online. However, I don't think anyone has come up with an overall solid solution for this area—which makes the fear of plagiarism very real and perfectly normal.

The fear of being copied is related to privacy, because *you* are the one who chooses what content to post online. However, you may decide to adopt what we in the Internet marketing world call ''moving the free line''—where you give away much more than you did previously. This means giving out free samples, free content, and free calls, for example, to attract potential new clients. When people want more from you, that's when you move them to a sale.

Fear 6: ''I don't know what I should delegate. I've heard of ghostwriters, and I'm afraid of being found out that it's not my voice.''

This is another perfectly valid fear. After all, if you're a business owner or busy executive, you likely don't have extra hours in the day to spend establishing a presence online, yet you understand the importance of doing so. How do you integrate social technologies and take time to build relationships with your prospects and your existing customers if you have to delegate your voice? That's a serious question to consider, and one that elicits a lot of divided opinions. Many celebrities choose to have a ghostwriter, which seems to be something we've come to accept. We just assume that these busy superstars don't have the time to respond to all their fans themselves. But we're generally not as okay with a businessperson having someone else masquerade as him or her. It's difficult to strike a balance between maintaining integrity by adding a personal touch—but not have it become all-consuming.

My recommendation—upon which I'll expand greatly in a future chapter—is to take your existing content (articles, books, transcripts, blog posts, presentations, white papers, etc.) and hand it over to a person who can support you. That assistant (whether in person or virtual) can repurpose your content and chunk it down into 140-character tweets and Facebook updates, and perhaps 500-word blog posts. This is a great way to delegate your voice without having to spend hours producing new material. However, if you're going to delegate interacting and personally having a dialogue with your friends, fans, followers, and subscribers, I recommend being totally transparent about when you're speaking and when a delegate is speaking. For an example, see Robert Cialdini's Twitter account.

Fear 7: "I don't want to waste my marketing dollars experimenting; can social media ads really work for me?"

There are tremendous success stories about advertising through social media—specifically from Facebook ads. Go to Facebook's own ads' case study section at facebook.com/FacebookAds. Obviously, tools like Google's AdWords have been around for many years, and if you really know what you're doing, you can yield tremendous results from investing in advertising. The interesting thing to keep in mind when comparing Google (a search engine) and Facebook (a social network) is that people are in "search mode" when they use Google; in other words, they're looking for an answer or a solution to their problem. These search ads are paid ads on the site that serve as somewhat of a "solution" to the keywords that are placed into the search engine. If you word your ads carefully and target them accurately, you'll probably get decent results.

On Facebook, however, people are in "social mode." Many consider the ads on the site to be almost periphery noise or unwelcome distractions. To really grab a user's attention, the offers or information have to be fairly compelling. The bottom line—and the beauty of Facebook ads—is that they're the most targeted traffic your money can buy. For instance, say you own a Los Angeles bridal store that sells really wild-looking gowns; you could place an ad to promote your store and use filters to

target women aged 18 to 35 who are engaged to be married, who live in the greater Los Angeles area, and who list Lady Gaga as one of their likes. You can target your ads so specifically that you ensure the people who match your criteria see them—and you can do so with a fairly nominal budget.

Fear 8: "I know social media sites have their own culture and best practices; I don't want to dive in and do it incorrectly."

All online social networking platforms do indeed have their own culture and their own vernacular. Many features on these sites often get misused. For example, on Facebook, "tags" are often misused when a marketer decides to tag all manner of friends and businesses in an unrelated photo, video, note, or status update in an attempt to gain attention.

Twitter, with its brevity, has a host of symbols and acronyms, such as @, #, RT, and more. The acronym RT means retweet; this is what you use when you want to share someone else's tweet with your followers. This is just the beginning; there are countless other different acronyms and strategies. Entering these realms can be like stepping onto another planet, which can be quite scary at times.

Something as simple as not realizing when you are publishing content publicly versus privately can have a negative impact on your results and reputation. As the cartoon[5] in Figure 1.2 illustrates, this mistake is actually all too common.

Understanding the basics of how each of the popular online social platforms works will go a long way in alleviating your fears. I've had students ask me to explain exactly what happens when you post an update on your personal profile wall: Where does it go? Who can see it? How do you know what is the appropriate symbol or method to use? How often should you be tweeting or updating? How much is too much or too little, too frequently or not often enough?

Unfortunately, there are no definitive answers as to what is really effective, as it can be different for each industry. Reading this book, along with other books I recommend in the Resources section, and taking classes from trusted sources should give you a tremendous leg up on your competition. My intent in writing this book is to help open your eyes to how to best

FIGURE 1.2   Public vs. Private Social Networking

conduct yourself—both online and offline—in a way that shows the utmost respect for everybody. You never want to come across as competitive, pushy, careless, or clueless; instead, you want to convey that you're someone who's genuine and caring. You want to create a brand that people adore—one with which they want to interact and that they'd love to promote.

Fear 9: "I don't know which sources to trust."

This is a very valid concern. Determining the best practices can sometimes depend on whom you're listening to. Different social media experts may offer conflicting advice. Often, it's a good idea to simply ask someone you trust what tools they use, where they get their content, and how they post their updates.

Over time you will find certain blogs that you want to subscribe to and resources and trainings that are recommended to you. For instance, I'll reference various products, services, tools, and resources in this book. You can be confident that hand on heart, I wouldn't recommend anyone I don't have experience with or anything I don't use myself.

Fear 10: "I'm not sure how to measure any real results."

This is a substantial area of concern for countless people and companies. Unfortunately, it can take anywhere from three to six months of beginning to integrate social technologies into your existing business and marketing plans before you actually start seeing an increase in the bottom line, with more orders and more clients buying from you. If you use the P.O.S.T. approach explained at the beginning of this chapter and roll out your plan incrementally, you will see results as you gain momentum. The challenge comes when companies try to do everything at once and run out of resources—or steam. Results don't happen overnight. In Chapters 6 through 10, I walk you through all the steps needed to create measurable results.

Fear 11: "Can I really make money using social media?"

> *In the end, the reality is that you get out of social media what you invest in it.*
> —Brian Solis, author of *Engage*

This fear is last on my list here but is by no means least! In fact, it's probably the primary reason that many CEOs and business owners give up prematurely when attempting to integrate social media marketing. They're looking for quick results; they've been told you can roll out a fast and easy campaign, buy a list, buy fans and followers, run a contest, and watch the money start pouring in. This is simply not true. Social media ROI (return on investment) is a very hot topic in the blogosphere, and there is a variety of opinions and approaches to measuring true ROI. My friend Brian Solis talks about the importance of knowing exactly what it is you want to measure.[6] You have to know what your "I" is—what exactly are you investing in? And, you have to know what your "R" is—how will you know when you've made that return?

CHAPTER 1 SUMMARY

- *People:* Be clear about your target market's technographics. Are they engaging online where you think they are? Conduct due diligence before you spend time or resources creating your social media profiles.
- *Objective:* Have clear objectives about what you want to accomplish for your company, brand, and products.
- *Strategy:* Create a strategy to grow your number of followers and contact list; don't just create a profile and wait for the magic to happen.
- *Technology:* Use the knowledge of where your target market is to spend the majority of your time with the accounts that will reap the biggest rewards—be it Facebook, Twitter, LinkedIn, or another social networking platform.
- *Fears:* Identify and alleviate your core fears. Seek resources and advice. The more you learn about effective social media marketing, the less intimidating it will be.