

# Social Media Marketing 102

Presented by:  
Julie Kreisler & Geoffrey Kutnick  
The Kreisler Group



# Recap of Social Media 101

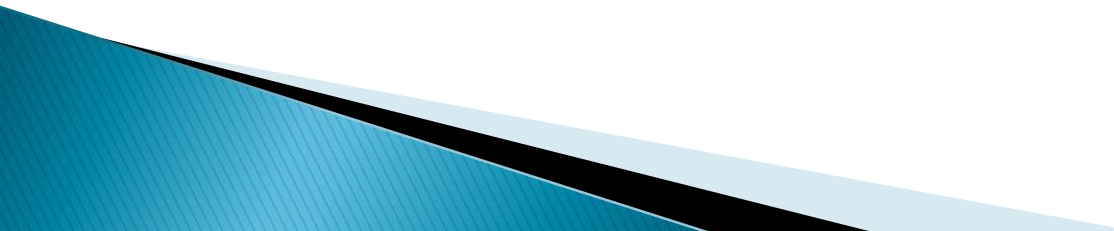
- 14,600 residents and workers using social networking sites like Facebook and Twitter in Downtown Long Beach alone
- 100,000 Long Beach Residents & 2.4 million people in the Greater Los Angeles area using social media

Why Twitter and Facebook?  
Information Dissemination



# Social Media Update Guidelines

## What do you tweet/update about?

- 1) What's new? New product? New service? New menus?
  - 2) What makes an expert with what you do? Have any tips, ideas to share for common folk?
  - 3) What have you read/heard/seen? What about your industry appeals to the everyday consumer?
  - 4) Remember to think about what's interesting to your audience
  - 5) Show your personality. Be you whether that's funny, witty, etc. It doesn't ALWAYS have to be about business.
- 

# Social Media Update Guidelines II

## What do you include in your updates?

- 1) Mention those you are targeting or involved in your conversation (E.G. @geoffreykutnick). Limit to 1–3 mentions
- 2) Include links wherever possible. The unknown is interesting. People like to click.



- 3) The more multimedia the better (pictures, video)



# Example Updates

OCPAC Read the @DailyPilot Spring Awakening @springtour story  
<http://bit.ly/4GuvWa>

- ✓ Call to action telling the user to 'Read'
- ✓ Mentions where the story came from (@dailypilot) and those involved (@springtour)
- ✓ Shortened Link with tracking enabled

Teavana New Arrival: Teavana Peachberry Jasmine Sutra Loose Leaf Green Tea <http://bit.ly/4v6i0q>

- ✓ Talks about something newsworthy: new product
- ✓ Shortened Link with tracking enable

# Example Updates

[toorakcoffee](#) !! Long Beach, Orange County, CSULB, LBCC! Check us out! Mention Twitter & receive 10% off your total bill. Gourmet sandwiches, pastries!

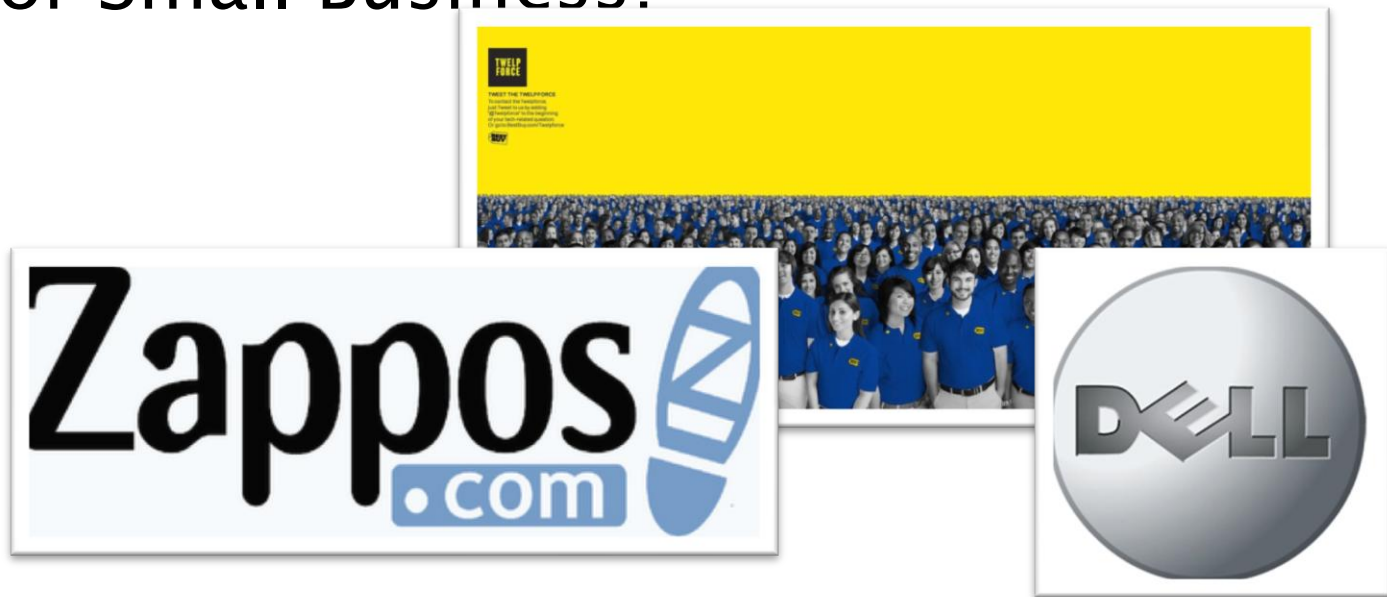
- Doesn't mention parties involved like @CSULB or @LBCC
- No link to promotion

[PerfectAir](#) Offering Heating And Furnace Repairs In The Long Beach-Lakewood California area. \$50 Service Calls 24 Hours

- Call to action with no link or phone number

# The Kreisher Group Hypothesis

With big brands like Best Buy, Zappos and Dell having such success with social media, does it work for Small Business?



Yes! And here's how...

# The Kreischer Group Case Study: Alegria Cocina



twitter



flickr™

facebook

# Roles Social Media Can Play

- 1) Customer Acquisition
  - 2) Loyalty Building
  - 3) Word of Mouth: Magnified
  - 4) Customer Service
  - 5) Brand Recognition
  - 6) Communicating and Responding in Real Time
  - 7) Public & Media Relations
  - 8) Networking
  - 9) Becoming a Pundit and Expert in your field
- 

# Customer Acquisition

- ❑ Total Sales when compared to the previous 8 week period increased 3%
- ❑ Average Daily Sales increased 5% when compared to the same period
- ❑ Total Sales increased 11% from the same 8 week period in 2008
- ❑ 42% increase in sales in the 4<sup>th</sup> week of September when compared to the same week in 2008

## Benchmarks:

- ✓ 61 operation days in July/August vs. 60 in Sept/Oct Case Study
- ✓ Overall consumer spending decreased in September 1%
- ✓ September/October are known as slow months in the Food/Beverage Industry

# Loyalty Building

You are building loyalty when your customers:

- Join your Fan Page
- Follow you on Twitter
- Mention your business in their updates
- Retweet your messages
- Wall Posts



# Word of Mouth Magnified

Social Networking is built for opinions, reviews, thoughts, videos, pictures and more to be shared with others.

So how do you track it and keep up with the conversation?

- 1) [search.twitter.com](https://search.twitter.com)
- 2) Facebook Search
- 3) Google Alerts
- 4) RSS Feeds
- 5) [Backtype.com](https://backtype.com)



# Customer Service and Responding in Real Time



# Brand Recognition



When customers see or hear about you through social media platforms, they are more likely to search for **YOU** when they are seeking the product or service that you provide.

-GroupM Search Findings October 2009

# Public and Media Relations

Reporters, Journalists and their respective publications are on twitter and facebook.

- 1) Connect with them.
- 2) Know what's going on in your community.
- 3) Send story ideas when appropriate and newsworthy.
- 4) Rebroadcast your story.

The logo for OC WEEKLY, featuring the text "OC WEEKLY" in a bold, blue, sans-serif font with a slight reflection effect below it.The logo for LBPOST.COM, featuring the text "LBPOST.COM" in a bold, black, sans-serif font, with "News, Opinion & Politics. Click here." in a smaller font below it.The logo for district, featuring the word "district" in a white, sans-serif font inside a red rectangular box.The logo for longbeach, featuring the word "longbeach" in a blue, sans-serif font inside a white rectangular box.The logo for Union WEEKLY, featuring the word "Union" in a large, black, sans-serif font, with "WEEKLY" in a smaller, black, sans-serif font below it.The logo for Everything Long Beach, featuring the text "Everything Long Beach" in a red, cursive font inside a white rectangular box.

# Networking

- ✓ Local Politicians
- ✓ City Stakeholders
- ✓ Long Beach Business Leaders
- ✓ Fellow Businesses
- ✓ Entrepreneurs
- ✓ Customers
- ✓ Residents
- ✓ Organizations
- ✓ Local Celebs
- ✓ The List goes on...



# Becoming a Pundit or Expert

Use social media as your soap box and give people quality information that they can use

Attorneys....give legal tips or advice

Clothing Stores....what are the hottest trends of the season?

Wine Stores/Bars....tips on buying wine (vintages, varietals, food pairing)



# Social Media Applications



For scheduled tweets, analytics, multiple accounts and more!



For link shortening and click through rates



For multiple employees on a single or multiple accounts



For easy Facebook and Twitter integration, lots of good stuff



For pictures

# Contact Info



Julie Kreiser

[julie@kreislermediagroup.com](mailto:julie@kreislermediagroup.com)

115 Pine Avenue, Suite 330

Long Beach, CA 90802

562-472-2787

Follow us at: [twitter.com/kreislergroup](https://twitter.com/kreislergroup)

Join us on: [facebook.com/kreislersangels](https://facebook.com/kreislersangels)



# Contact Info



[downtownlongbeach@gmail.com](mailto:downtownlongbeach@gmail.com)

100 W. Broadway Ste. 120  
Long Beach, CA 90802

Follow us at: [twitter.com/DLBA](https://twitter.com/DLBA)

Join us on: [facebook.com/Downtown Long Beach](https://facebook.com/DowntownLongBeach)

