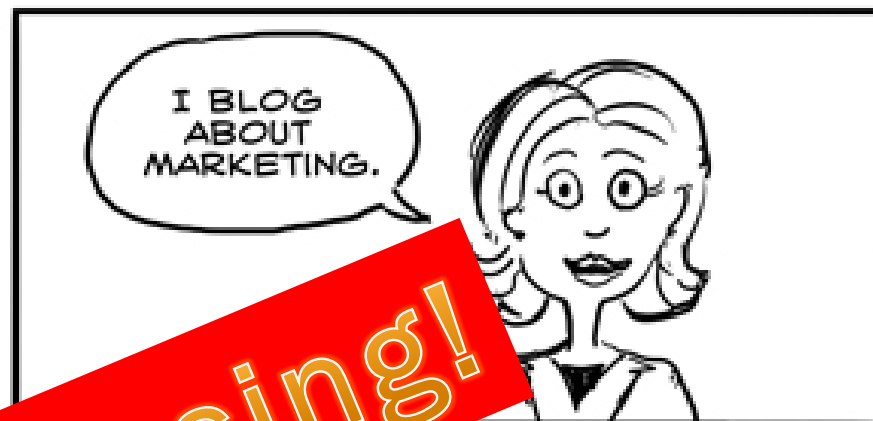


BUILDING COMPETENCE WITH SOCIAL MEDIA



Presented by Laurie Way

SOCIAL MEDIA MARKETING MADNESS



It is Confusing!

WHAT DOES SOCIAL MEDIA MARKETING LOOK LIKE?

Social Media Landscape

Expressing

Publication					Discussion			
Blog	Wiki	Microblog	News	Livecast	Forum	IM	Comment	3D

Networking

Search	Niche	BtoB	Mobile	Tools

Aggregation

Social Platforms

Content

Video	Photo	Music	Links	Doc.

Social Games

Casual Games

Product

Recommand ^o	Suggestions	Share

Place

Addresses	Events	Trip

Casual MMO

MOG

MMORPG

Sharing

Gaming

SOCIAL MEDIA: DEFINITION AND PURPOSE

WHAT IS SOCIAL MEDIA?

Functional definition from Wikipedia:

Conversation and interaction between people online.
Words, sounds & pictures (content) are shared... the value can be cultural, societal or even financial.

Simply put: It is a way provide timely information, to connect and stay connected.

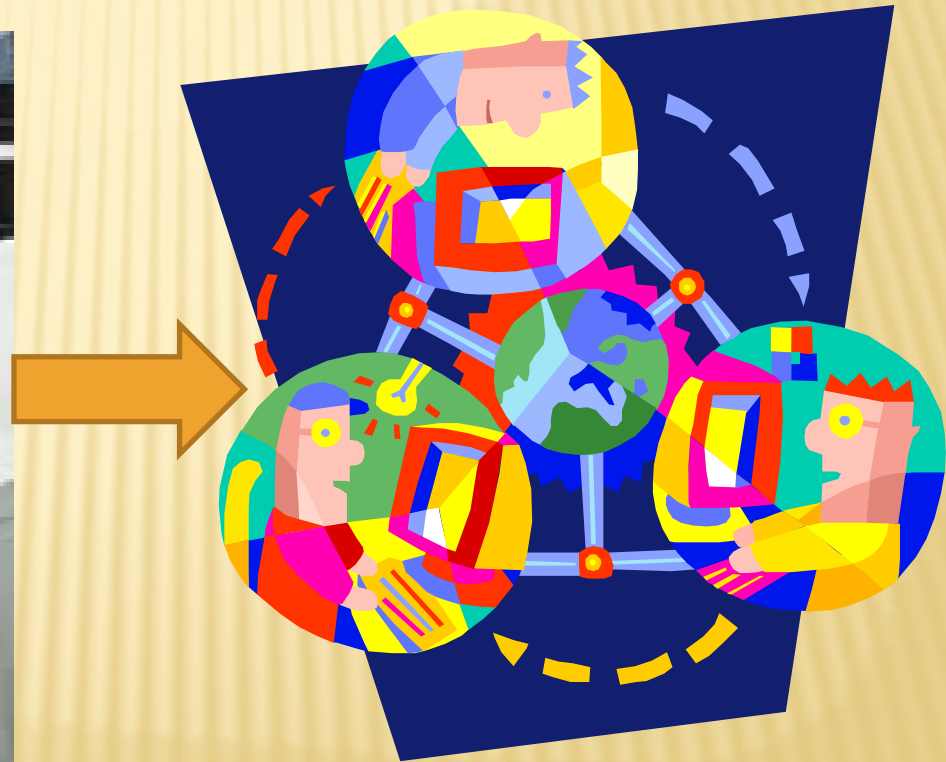
Content can flow unidirectional or bi-directional.



HOW DO WE CONNECT?



On Land



On Line

THE PURPOSE OF USING SOCIAL MEDIA

- ✘ To make it easier for people to find YOU!
- ✘ Appear ABOVE THE FOLD!

Google UVWinesandVines

Search About 3,490 results (0.37 seconds)

Web [UVWinesandVines \(@UVWinesandVines\) on Twitter](#)
twitter.com/uvwinesandvines
Sign up for Twitter to follow **UVWinesandVines (@UVWinesandVines)**. From the Ground to the Grape to the Glass, all things WINE in the UV! Umpqua Valley ...

Images

Maps

Videos [Umpqua Valley Wines and Vines - Attractions/Things to Do - Facebook](#)
www.facebook.com/UVWinesandVines
Thankful today for the freedoms we receive, to make wine, to distribute, to consume with friends local & worldwide, because of those so brave as to serve ...

News

Shopping

More [UVWinesandVines - YouTube](#)
www.youtube.com/user/UVWinesandVines
From the ground to the grape to the glass...all things WINE in the Umpqua Valley!

Roseburg, OR
Change location

Show search tools

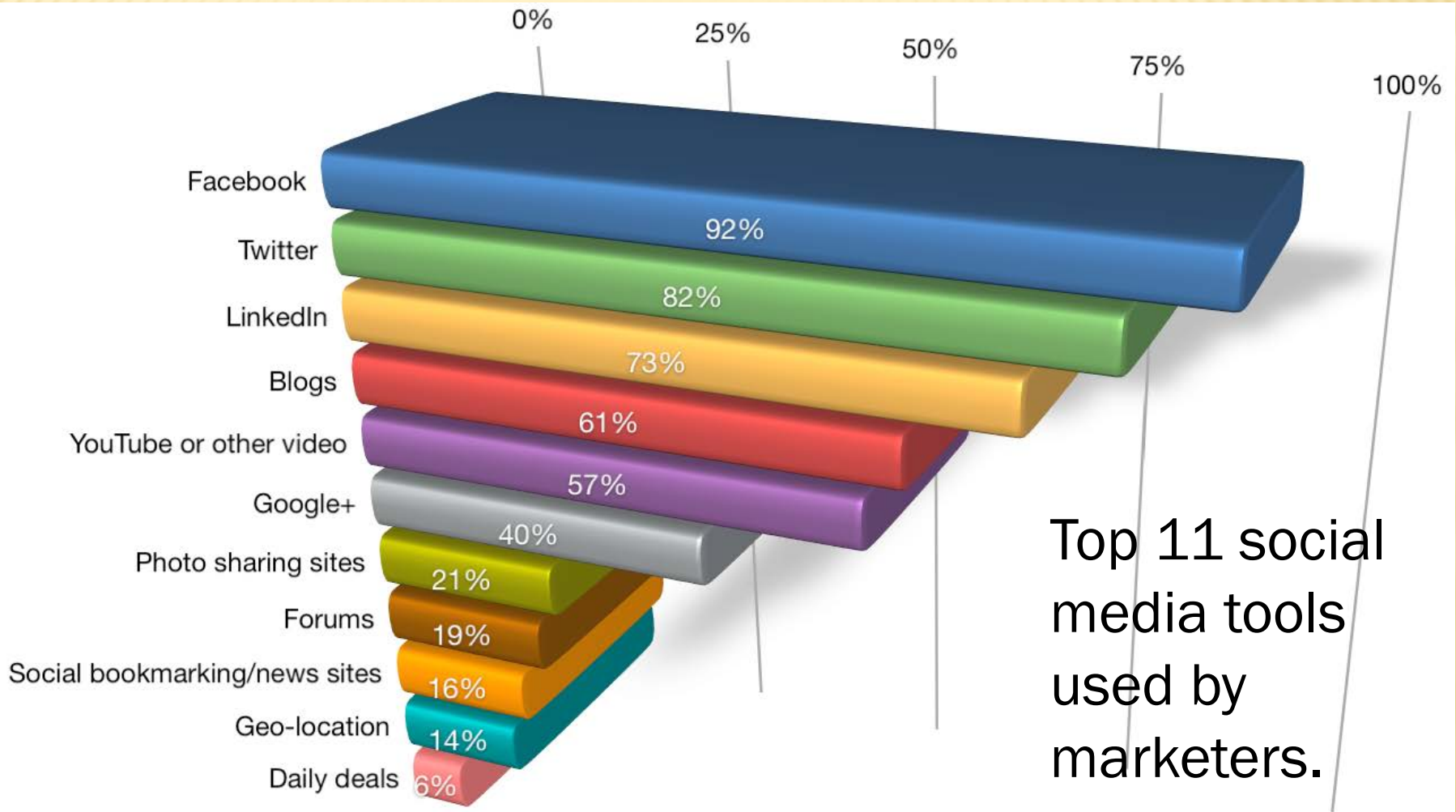
[UVWinesandVines's Profile - Winery Week](#)
www.wineryweek.com/profile.php?user=UVWinesandVines
Jul 19, 2011 – **UVWinesandVines's** Profile - Umpqua Valley Wines and Vines - All things WINES and VINES in the Umpqua Valley! From the ground to the ...

[UVWV Home](#)
www.uvwinesandvines.com/
Umpqua Valley Wines and Vines From the Ground to the Grape to the Glass, all things WINE in the Umpqua Valley AVA! Variety is our strength! As we grow our ...

[UVWinesandVines \(@UVWinesandVines\) on Twitter](#)

WHERE TO CONNECT USING SOCIAL MEDIA

SOCIAL MEDIA KEY PLAYERS



5 STEPS TO BUILDING SOCIAL MEDIA COMPETENCE

STEP 1: KNOW YOUR AUDIENCE

- ✘ Take every opportunity to gather information (formal or informal) about your customer, fan, critic, follower, tweep, etc...
 - + Demographics: Age, Location, Economic Status
 - + Likes/Dislikes – Favorite wine
 - + What makes them feel special?
 - ✘ Giveaways, acknowledgements, discounts, education/process, access to you/relationship, access to venue
 - + What do they expect from you?
 - ✘ Monthly newsletter, postcard, wine club specials, discounts

STEP 2: DEFINE YOUR PURPOSE

- ✘ Develop your marketing with a purpose in mind
 - + Education
 - + Site Exposure/Awareness
 - + Sales/Customer Service
 - + Share Information
 - + Opinion
 - + Historical Information/Develop Credibility
 - + Event Promotion

STEP 3: CHOOSE MEDIA TO FIT PURPOSE

- ✘ **Educate:** Website, YouTube, Blog
- ✘ **Exposure/Awareness:** FB Ad, Pinterest, Paper.li, Yelp, Tasteroom.com, Foursquare Check-in
- ✘ **Sales:** Website, eBay, Amazon
- ✘ **Facebook Page Likes:** Twitter, FB Ad, Website, Blog, Tasting Room (traditional)
- ✘ **Events:** Dot Cal Calendar, LinkedIn, FB Event Invitations, Website, Twitter, Blog
- ✘ **Your Story:** Website, Blog, Podcast

STEP 4: EDUCATE/TRAIN PEOPLE TO FIND YOU

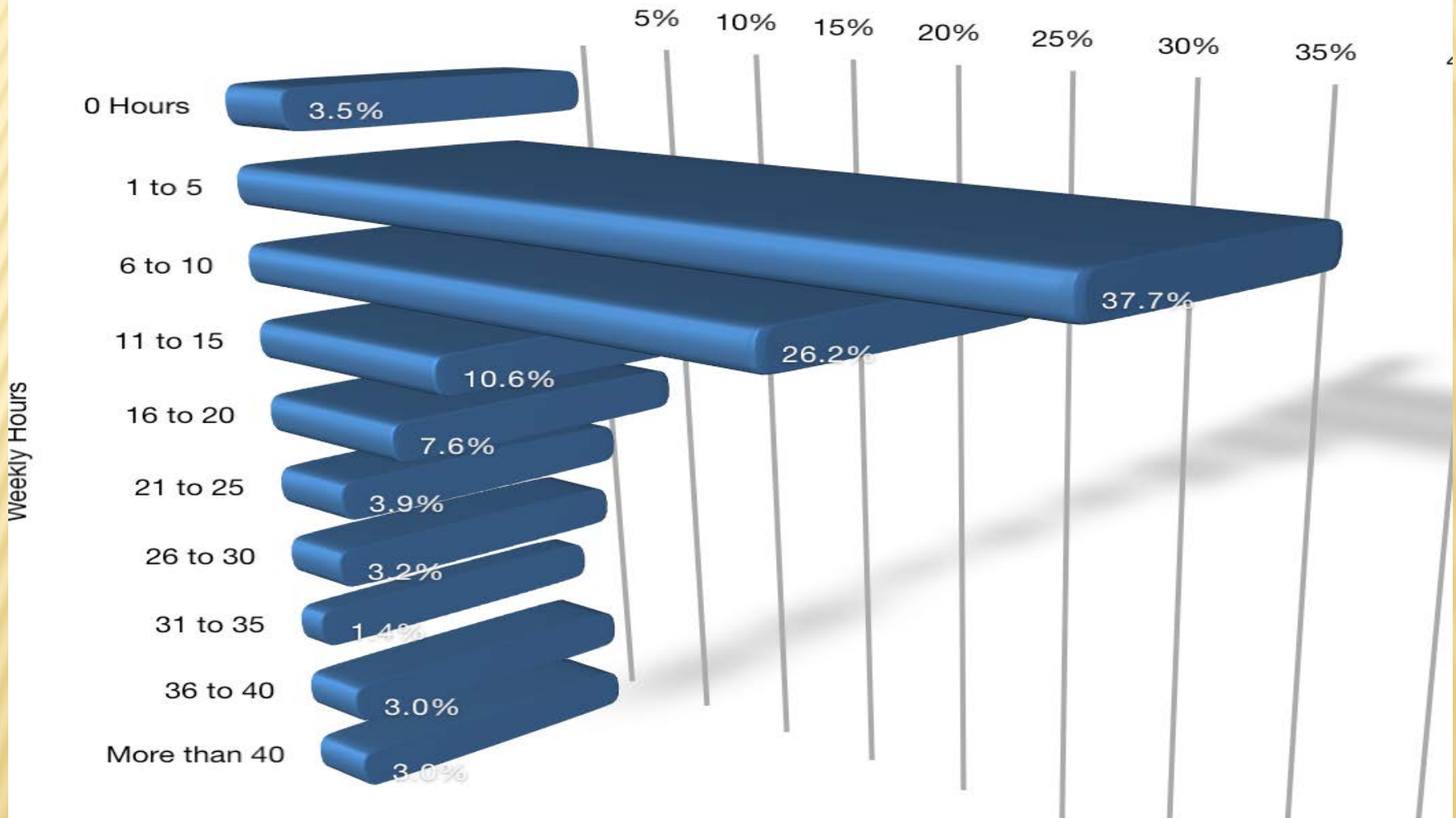
- ✘ Encourage *consistent* searching using specific Keywords, Hashtags or Phrases to achieve the best results in Search Engine Optimization (SEO)
 - + Your Vineyard/Business Name – The best option
 - + Twitter Hashtags # - Searchable in Google/Twitter
Work with your association to develop regional standards
 - ✘ #UVWV – Umpqua Valley Wines and Vines
 - ✘ #UVWine – Umpqua Valley Wine
 - ✘ #SOWine – Southern Oregon Wine
 - ✘ #ORWine or #OregonWine – Oregon Wine
 - ✘ #NWWine or #PacNWWine – Northwest Wine

STEP 5: CONNECT AND REWARD PEOPLE

- ✘ Reward people for engaging in Social Media
 - + Welcome new Facebook Likes
 - + Use @ Mentions on both Twitter and Facebook
 - ✘ Develop Fan Friday (#FF) or Wine Wednesday (#WW)
 - + Make sure to LIKE comments
 - + Answer Questions – Respond
 - + Provide Links to relevant and timely information
 - + Random Giveaways
 - + Do and say things that cause people to want to engage

TIME COMMITMENT & TIME MANAGEMENT

HOURS SPENT ON SOCIAL MEDIA

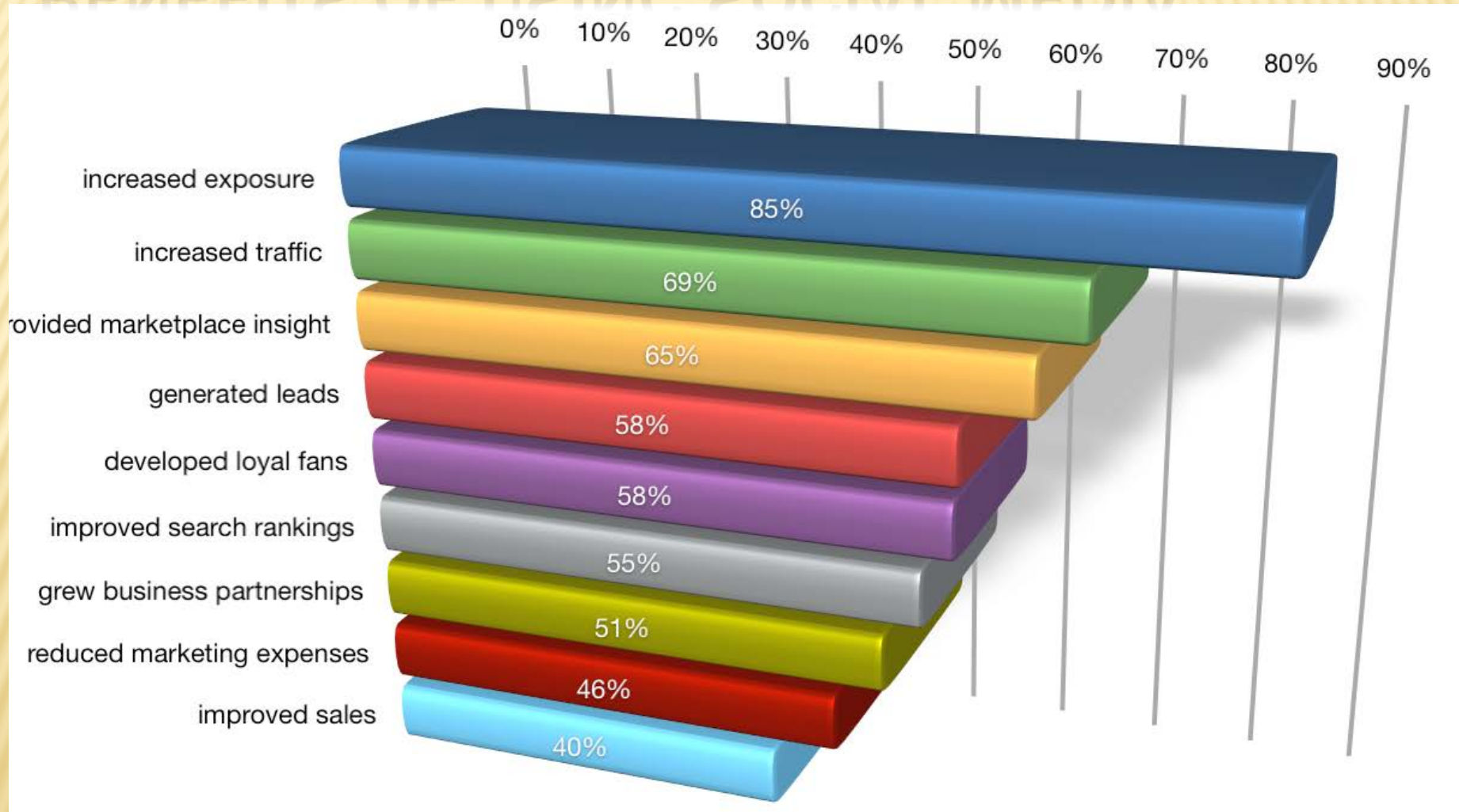


SOCIAL MEDIA MANAGEMENT TOOLS

- ✘ [Tweetdeck.com](https://tweetdeck.com)
- ✘ [Hootsuite.com](https://hootsuite.com)
- ✘ [Seesmic.com](https://seesmic.com)
- ✘ Constant Contact
 - + All designed to allow you to post to multiple forms of Social Media Applications with the push of one button.
 - + Some allow you to pre-load content for scheduled release
 - + Both desktop dashboard and smart phone apps

BENEFITS AND COSTS OF USING SOCIAL MEDIA MARKETING

BENEFITS OF USING SOCIAL MEDIA



SOCIAL MEDIA COSTS

- ✘ Cost to set up a Facebook page?
- ✘ Cost to set up a Twitter account?
- ✘ Cost to set up a YouTube account?
- ✘ Cost to set up Gmail, Google analytics?
- ✘ Cost to set up a Blog, paper.li account?

FREE
FREE

FREE

FREE

FREE

FREE

NUMBER ONE TIP FOR SUCCESSFUL SOCIAL MEDIA MARKETING

CREATE A PRESENCE
&
ENGAGE



HOW CAN YOU USE SOCIAL MEDIA TO:

connect?

interact?

share?

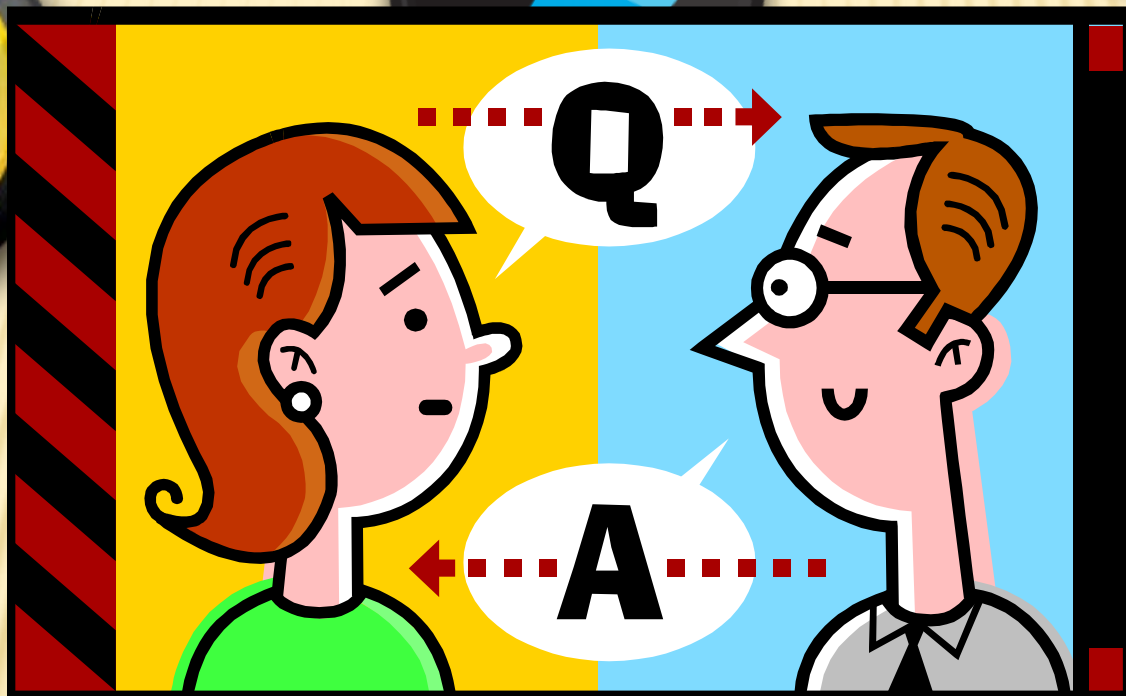


SOCIAL MEDIA

Fad or biggest shift since the Industrial Revolution?



QUESTIONS? COMMENTS?



THANK YOU

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Laurie is a part time technology educator for UCC and former business advisor for the Roseburg Small Business Development Center. Over the past 15 years she has taught technology courses for the University of Northern Colorado, Umpqua Community College and advised a variety of businesses in technology including Roseburg Forest Products. She is the owner and Buzzmaster of the social media start up Umpqua Valley Wines and Vines. She holds an undergraduate degree in Agricultural Business Management from Cal Poly, San Luis Obispo, California, and an Masters of Business Administration from Oregon State University.