



L. Stern & Associates, Inc.

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MARKETING THAT MEANS BUSINESS

Give  
Your Business  
A Social Media  
“LIFT”

Linked ®



twitter

**Disclaimer**

This White Paper was created by L. Stern & Associates for the purpose of helping organizations obtain a “LIFT” through effective use of social media.

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## Introduction

There is so much buzz around social media today that the thought of getting started may intimidate you. Fear no more. While rocket science might be required to get a rocket to “lift off,” utilizing social media to “LIFT” your business is not rocket science. The “LIFT” that social media provide can boost:

**Awareness**

**Credibility**

**Leads**

**BUSINESS**

This White Paper is intended to allay your fears around social media. It provides a quick list of things you can do TODAY to use social media to give your business a “LIFT.” But first, why “LIFT?” Easy.

**L**inked **I**n

**F**acebook

**T**witter

## Some General Thoughts Before We Get Started

1. Most importantly, social media are just additional arrows in your marketing quiver. Use them in combination with other online AND offline efforts. Make sure you know what combination of arrows to use with your customers and prospects. It may even be that social media are not appropriate.
2. Many people are concerned about privacy. I'm not. You have to assume that the whole world will have access to what you post. For example, people can easily copy and paste your Facebook postings, no matter what your privacy settings. So don't post anything unless you are prepared for the whole world to see it.
3. While this paper does not mention blogs, an effective business blog will only enhance the effectiveness of social media, as you will see in the points below.
4. Also as you will see below, social media will work best in combination.
5. Social media can be great for building awareness, enhancing credibility and generating leads. But to close sales, you still have to know how to sell, at least over the phone, if not face to face.



## LinkedIn

There are three key elements to LinkedIn: your profile; your network; and your groups.

### Profile

1. Your LinkedIn profile essentially serves as your resume to viewers. Like written resumes, it needs to be concise. So keep the summary and experience concise. Focus on accomplishments.
2. Make sure you include links to your Website, blog and Twitter account.
3. Use SlideShare to post new presentations that will demonstrate your expertise. When you do that, be sure to let your network know.
4. Recommendations are critical, but make them relevant to the work experience, and what you want people to know about you. It's about the quality of the recommendations, not the quantity.

### Network

1. Your network can be a significant source of new business. See if anybody in your network is connected to people at organizations you have targeted. Then ask the person in your network to facilitate an introduction (or at least get their permission to use their name when making contact).
2. Keep your network updated on what you are doing. Do not make the postings promotional. Sell yourself by demonstrating credibility and knowledge. If you have just posted on your blog, provide a link to the blog and invite people to comment. Also promote articles you have written, presentations you have made, etc. But demonstrate your knowledge of your business or industry by posting articles written by others and sharing presentations by others. And try to limit your postings...perhaps no more than one a week.
3. People in your network will ask you to recommend them. The inclination is to automatically accept, and ask for a recommendation in return. But remember, your recommendation puts your reputation on the line as well. So make sure you feel comfortable before recommending someone.

### Groups

1. Choose your groups wisely. Select groups from which you can learn, or whose members can give you business.
2. Participate actively in groups. Share information in much the same way you do with your network. Also pose questions and respond to questions. That is how your name gets out there. But groups frown on blatant self-promotion. So steer clear of that. And limit the frequency of your posts...perhaps no more than one a week.
3. Groups can also be a great breeding ground for new business. Check groups for employees of organizations you are targeting. Then you can introduce yourself by saying "We are both members of. ..."



## Facebook

1. Facebook is an easy way to promote your business. But if you are going to use Facebook to promote your business, set up a Business page. It is much more flexible than a Personal page.
2. Make sure your page contains any relevant online links to your Website, blog, Twitter, etc.
3. If you have a Personal page, invite some or all of your Friends to become Fans of your business. To expedite this, become Fans of your clients, vendors, etc.
4. As you would do with your LinkedIn network and groups, use your Facebook page to generate awareness and credibility through appropriate posts. Start discussions, post articles, etc.
5. You can be a little more promotional with Facebook than with LinkedIn. Use your page to announce new products and services, offer discounts, etc. With permission, you can also publicize new clients, or post case studies or testimonials from existing clients.
6. If you have new postings on your blog or new information on your Website, promote that, with a link.
7. You have a "Notes" section on your Business page. Use that to solicit and post client testimonials.
8. Promote your business postings on your Personal page, with a link to your Business page. When you direct them to your Business page, encourage your Personal Friends to become Business Fans.
9. While you have a little more freedom with Facebook than with LinkedIn, keep the postings relevant, concise and related to business. Do not use your Business page for movie reviews or to talk about your vacation. That is what your Personal page is for. If your business associates are also your friends, they can read the personal "stuff" on your Personal page. But also remember that you have to assume that the whole world – including your clients and other business associates – will be able to access your Personal page.

## Twitter

1. The magic number is 140. That is the number of characters you have available per tweet. So you have no choice but to keep it concise.
2. Good tweets:
  - a. Links to new postings on your blog or new content on your Website
  - b. New product or service offerings or special promotions with a call to action
  - c. New client announcements
  - d. Rational opinions on issues affecting your business/profession
  - e. Links to articles of interest for your business/profession
3. Announce your presence on Twitter on LinkedIn and Facebook. Invite people to become followers.



4. The other piece of Twitter is who you follow. Here are some thoughts:
  - a. Thought leaders in your profession
  - b. Your clients and other business associates
5. You should certainly engage in their discussions. But make sure your comments are relevant and add value (at 140 characters, they have to be concise).

## Measuring Results

So how do you measure the results of your social media efforts? The most obvious way is sales. You can track the leads you generated through social media to see how much business your efforts yielded.

Also, you can track increased traffic to your Website and your blog as a result of your social media efforts. Google Analytics is an easy (and free) way to monitor this activity.

## Give Your Business a Social Media “LIFT”

Need help getting your social media efforts off the ground? Contact us.

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### About L. Stern & Associates, Inc.

L. Stern & Associates, Inc. (LSA) is a marketing consultancy whose mission is simply to generate more business for our clients. We combine a fierce commitment to client service with a unique mix of business savvy, analytical expertise and creative thinking and execution that is virtually impossible to find from one source. LSA offers a full range of strategic and tactical marketing services, all of which can mean more business for our clients.

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