

Liana "Li" Evans



# Social Media

Strategies for Engaging in Facebook, Twitter & Other Social Media

# Marketing

# CONTENTS AT A GLANCE

Introduction .....	1
--------------------	---

## Part I: The Basics of Social Media

1 It's Not Easy, Quick, or Cheap .....	7
2 Understanding Social Media Strategies .....	15
3 Goals Need to Be Defined .....	23
4 It's ROC (Return on Conversation) not ROI (Return on Investment) .....	33
5 Know Who Your Audience Is and What They are Doing .....	41

## Part II: It's About Conversation

6 The Conversation Happens With or Without You .....	53
7 Bring in Legal Early .....	59
8 Don't Be Afraid of the Negative .....	67
9 Understanding Each Community .....	75
10 Come Bearing Gifts .....	83
11 Bloggers Have No Boundaries .....	91
12 Every Business Is Different .....	99
13 Don't Fall in Love .....	105
14 Don't Be Afraid to Throw Out What Isn't Working .....	113
15 Be Open to Trying New Things (but Don't Fall Off the Bleeding Edge) .....	121

## Part III: Social Media from the Inside Out

16 Everyone in Your Company Has a Stake in Your Social Media Strategy .....	129
17 Plan Social Media Policies for Company Employees .....	135
18 Personal Ethics Matter .....	143
19 Define Who Owns the Conversation .....	149
20 A Great Customer Service Program Is a Natural Extension into Social Media .....	159
21 Interns Make Coffee, Not Social Media Strategies .....	165
22 Branding and Messaging Need to Be Consistent .....	171
23 Be Transparent: Trust and Readership Must Be Earned .....	179
24 Audiences Trust Icons and Avatars .....	187

## Part IV: It's Not About You

25 Give Up Control and Drop the Ego .....	195
26 You Need to Be All "Ears" .....	203
27 Your Customers Know Your Products Better Than You .....	211
28 It's All About the Idea .....	219
29 Your Content Must Have Value .....	225
30 Sharing with Others Is Key .....	231

31	For It to Work, You Need to Be Social .....	239
32	Ask the Audience .....	245
33	You Get What You Give .....	253

## **Part V: How Social Media Fits into the Online Marketing Picture**

34	People Do Not Want To Be Marketed To .....	261
35	<i>The Difference Between Buzz Monitoring</i> and Audience Research .....	267
36	Complementing Both Search Engine Optimization (SEO) and Pay-Per-Click (PPC) Marketing .....	273
37	Links and Search Engine Results Are Byproducts of Social Media .....	279
38	Align Offline Marketing Strategies with Social Media .....	285
39	Create a Social Media-Friendly “Pressroom” and Promote Events .....	291
40	YouTube Is the Second-Largest Search Engine .....	297
41	Social Search Is All About the Now .....	303
42	It’s Not Just a Web Browser Anymore .....	309
43	New Signals to Search Engines .....	315
44	Choosing a Social Media Consultant .....	321
45	Putting It All Together .....	327
	Index .....	333