Social Web Tactics

Unlocking The Social Media Puzzle: How To Engage Businesses And The Government Through Social Media

Wednesday, October 2nd, 2013
2:00 to 3:30 Eastern

Today’s main presenter is Michael Hackmer, the founder of Social Web Tactics.

Prior to Social Web Tactics, Hackmer handled SEO, Content Optimization and Web Analytics for Strayer University managing teams in the US and India. He also was the Senior Community Manager for GovWin.com where he led the social media team, created virtual events that reached thousands of government contractors, and helped grow and manage an online community of over 30,000 people and thousands of companies.
Social Web Tactics

We live in an age where mass messaging rarely works. You need to go – not just where your customers are – but where they are most receptive to you as a company, your story and can share their own stories.

Services Include:

• **GovCon Business Development And Marketing Strategy (Agency Playbooks)**

• **B2B and B2G Lead Generation Webinars**

• **Social Media Strategy and Management**

• **Content Marketing And Blogging**

• **SEO/SEM**

Social Web Tactics Provides Digital Marketing And Sales Solutions

We are a digital marketing and sales agency focused on providing businesses and organizations the ability to connect with their audience using the latest and most effective digital technologies and tools.

At Social Web Tactics, our highly-skilled team helps your company tap into social media, share the company’s message through targeted campaigns, and connect with people online and in person to generate more meaningful engagements and sales.

Our experience spans industries such as: government contracting, higher education, discount retail / mass merchants, food, media, nonprofit organizations, political campaigns, recreational boating, health care, technology and more. We have done work in the public and private sectors, as well as work in international markets (our main focus is Latin America).

[www.socialwebtactics.com](http://www.socialwebtactics.com)

@socialwebinc
Upcoming Events

PROFESSIONAL DEVELOPMENT SERIES:
“HUNT – A TACTICAL REVIEW OF HOW TO RESEARCH, SELL, AND MARKET TO GOVERNMENT”

OCTOBER 16TH
$49.00
90 MINUTE DETAILED SESSION WITH WORK BOOK


Email: jamesbaker@socialwebtactics.com


Baker is a noted speaker, author, consultant and strategist on the public sector technology marketplace. He has spent the bulk of his career in the Washington, D.C. Metropolitan Area consulting for technology companies that sell to government. He has worked with technology companies such as Microsoft, Adobe, Unify, Hewlett Packard, vmWare, McAfee, Intel, Verizon, Sybase, AT&T, CA Technologies and 5am Solutions.

A graduate of the University of Maryland, Baker currently resides in Northern California with his wife and two sons.
Social Web Tactics

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You can email the speaker at: michaelhackmer@socialwebtactics.com

Our Agenda

2. Social Media And Messaging: How Different Is Government From Business?
3. Where Is The Government And Where Are You? How Effective Is Everyone At This Social Media Stuff?
4. How Do You Begin To Plan Your Social Media Strategy?
5. What Tools Should You Consider?
6. Time And Resource Management
7. How To Measure Results
8. How Can You Connect Social Media To Lead Generation?
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Background On Key B2B and B2G Marketing Trends
WHAT ARE WE TALKING ABOUT?

**Social Media** is a way to transmit, or share information with a broad audience. Platforms such as Facebook, Google+, LinkedIn, YouTube, Etc are all forms of social media. Social media is a communication channel. It takes time to develop content and to use it effectively.

**Social Networking** is an act of engagement. A person engages another person or groups of people online with common interests with the goal of building a relationship. It is two-way communication. Like any form of relationship building, social networking also takes time and the quality of your networking usually has a direct relation to the amount of effort you put in.

**Search Engine Optimization (SEO)** is a process of generating visibility of your website (or a specific page) in a search engine’s organic (un-paid) results. Over 85% of all people who use Google for search focus on organic results and over 90% focus on the first page of results.

**Content Marketing** is to attract and retain customers by consistently creating and curating relevant and valuable content with the intention of changing or enhancing consumer behavior. It is an ongoing process that is best integrated into your overall marketing strategy, and it focuses on owning media, not renting it.
Content Marketing, Social Media and Social Networking Represent Both An Opportunity And A Significant Challenge

Your company **should not ask** “Why do we need a content and social strategy for the government marketplace?”

**You should ask,**

“Who are our customers?

Where are our customers?

How do we engage with our customers?”
Social Media Is Just A Part Of The Equation

What is **SOCIAL MEDIA** without good content? Without understanding your customer and their needs?

**Social Media Marketing:** Customer profile / persona, then your content strategy must come before your social media strategy.

**SEO:** Search engines reward businesses that publish quality, consistent content and have strong social signals.

**PR:** Successful PR strategies address issues readers care about, not their business.

**PPC:** For PPC (Pay-Per-Click & Pay-Per-Call) to work, you need great content behind it.

**Inbound Marketing:** Content is key to driving inbound traffic and leads.

Most Popular

1. Social Media (excludes blogs) - 87%
2. Articles On Website - 83%
3. eNewsletters - 78%
4. Blogs - 77%
5. Case Studies - 71%
6. Videos - 70%
7. Articles On Other Websites – 70%
8. In-person Events – 69%
9. White Papers – 61%
10. Webinars – 59%

Video and mobile content have experienced the largest growth.
Social Media Generates Real Benefits

SEO and E-mail are still critical to successful marketing initiatives.

But Social Media is being used successfully to entice people to enter into conversations, build relationships and improve a company’s brand identity and customer recognition.

Social media engagements and the providing of rich content are generating lots of benefits including more traffic to offerings, better search rankings (improvements to organic results which save your company money on advertising) and more.
What Is Most And Least Effective?

**MOST EFFECTIVE (% Popularity)**
1. In-person Events – 69%
2. Case Studies - 71%
3. Webinars – 59%
4. Blogs - 77%
5. Videos - 70%

**LEAST EFFECTIVE (% Popularity)**
1. Microsites – 40%
2. Articles On Other Websites - 83%
3. Articles On Your Website – 70%
4. eBooks - 32%
5. White Papers – 61%
Based upon the data, we can see the growth and adoption of social networks is expanding across the board.

Vimeo (video), StumbleUpon and Instagram all gained in popularity in 2012.

In 2013, Pinterest and Instagram have continued to grow in use as people are striving to be more visual in their content marketing efforts.
Growing Need To Be Visual In Marketing

INFOGRAPHICS

Easy to scan and process.

Visually stimulating and interesting makes them more shareable across many social networks and your own website.

Research is similar to how you develop a white paper.

Great SEO value.

Usage of visualized information has grown 400% since 1990, and visualized data has enhanced by 9900% since 2007.
Example Of What We Did At GovWin

The SBA 8(m) Woman-Owned Small Business Program Decoded

Are you eligible for the new woman-owned small business (WOSB) set-asides?

1. Are you a small business as defined by SBA standards for your industry?
   - Yes
   - No
   You are not eligible. Consider learning with a small business prime.

2. Are you a woman-owned small business?
   - Yes
   - No
   You are not eligible. Consider recertifying your firm at the SBA. http://www.sba.gov

3. Does your business primarily function in one of the listed 83 NAICS codes for the 8(m) program?
   - Yes
   - No
   You are not eligible for this specific set-aside program, proceed as normal.

4. Are you considered economically disadvantaged?
   - Yes
   - No
   If you are not eligible as an EDWOSB, your industry must fall within the 38 NAICS codes determined to be “substantially underrepresented.”

You will need to digitize your corporate documents, certify yourself as a WOSB in OPDS and ONCA, and obtain an account for SBA’s General Ledger System.

WOSB Eligibility

1. Size: Must be small according to the SBA size standards.
2. Ownership: Must be at least 51% directly or unconditionally owned by a woman or women.
3. Citizenship: Majority owner or owners must be U.S. citizens.
4. Management: Control and day-to-day management must be in the hands of a woman or women.

EDWOSB Eligibility

- All of the above PLUS:
  1. Personal net worth: < $750,000
  2. Average Annual Income: < $50,000
  3. Total Assets: < $1,000,000 (excluding primary residence and business)

WOSB Market Value

- 1998: $1 million
- 2001: $14 billion
- 2012: $14 billion

- Fact: The goal of the program is to level the playing field for WOSB to compete for and win federal contracts.

3 in 10 Privately-Owned Firms are Woman-Owned

- Fact: Entrepreneurs women are expected to receive 6.5 million jobs between 2008 and 2018, Source: BLS/Washington Metropolitan Area District Office Laboring.

8(a) = SDB: Small Disadvantaged Business

8(m) = WOSB: Woman-Owned Small Business

Technically, you can be both, but they are totally unrelated.

Q: Can you be both an 8(a) and 8(m) designated company?

A: Yes, because they are two completely different programs.
Increased Use Of Social – Increased Spending

Marketing departments based on the benchmark data spend 33% of their marketing budgets on content marketing, up from 26% a year prior.

54% anticipate spending more in 2013.

Trend is to turn your marketing department into a publishing / storytelling shop to take advantage of social media effectively.
Increased Use Of Social – Increased Spending

Spending is up, but challenges still persist.

Less than 10% of CMOs reported in the Duke University Fuqua School of Business survey of US marketers commissioned by the American Marketing Association (AMA) which was conducted in February 2013 that social marketing was very integrated to their strategy. 15% not at all. Companies are not measuring direct financial measures of social media impact.

However, there is a push to adopt more analytics and tracking over the next 3 years.

If you social media strategy is not integrated well or at all with your overall sales and marketing strategy, how are you going to know what to measure? And why?
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Driving this year's electronics sales — and last year's 3.7% rise — has been consumer interest in mobility and constant connectivity.

"The industry is really dominated by smart phones and tablets, these mobile connected devices," says Steve Koenig, CEA's director of industry analysis.

Smart phones remain the largest revenue generator, up 14% to $37.9 billion, with unit sales also up 14%. Meanwhile, tablet revenues and unit sales are rising even faster: up 18% to $27.3 billion (unit sales up 45%). Household penetration of tablets is expected to rise from about 22% of homes having at least one tablet to 44% of homes, the CEA says.
Your Social Strategy Needs To Pay Attention To User Habits And Meet Their Desire To Listen, Learn And Engage.

But You Also Need To Be Thinking About Your Website Strategy and Search Optimization.

If Being Social Is All About Engagement, You ALWAYS Need To Be Thinking About Where The Engagement Is Occurring.
Americans conducted 19.2 billion core search queries in June, down 4% from May.

Google again ranked first, with 12.8 billion searches, followed by Microsoft, with 3.4 billion, and Yahoo with 2.2 billion.
Summary Of Social Media Trends

Content Marketing / Storytelling Is Growing In Importance And Use.

Companies Will Need To Diversify Social Media Presence.

The Power And Viral Potential Of Visual Content Will Dominate More.


Design And Think – Mobile To Tablet To Desktop

Analytics, Data And Cookies = Better Retargeting And Engagement
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Social Media And Messaging: How Different Is Government From Business?
THE UNITED STATES GOVERNMENT HAS BEEN SHUT DOWN FOR
0 DAYS 16 HOURS 4 MINUTES 26 SECONDS

783,000 WORKERS FURLOUGHED, $200,000,000 LOST PER DAY

LIVE TWEETS ON #SHUTDOWN

@Roger Nolte #shutdown Hold the Line. GOP. Make the cost of restart be total. Repeal of the train wreck ObamaCare

@Taylor Stepp Can't wait to hear what my economics prof. says about the #shutdown tomorrow.

@DJ NewYork && The #Shutdown BEGINS!!! #HealthcareShutdown #Obama #ObamaCare #HealthCare

@5spree Shutdown Shenanigans http://t.co/lJQZ5wlYmR #shutdown

@Copper Top Government shutdown is like being in the friendzone, try all you want, nothing is going to happen. #shutdown
Shutdown Not As Popular In Pittsburgh Or Cleveland
Our British Cousins Also Are Not As Interested
Some Agencies Are Not Engaging Online

NASA 🚀
@NASA

Sorry, but we won't be tweeting/responding to replies during the government shutdown. Be back as soon as possible. notice.usa.gov
nasa.gov

27,537 TWEETS  201 FOLLOWING  4,950,944 FOLLOWERS

Followed by Jim Hunt, David Mainski, Tech Cocktail and 69 others.

Tweets All / No replies

NASA @NASA

Due to the gov't shutdown, all public NASA activities/events are cancelled or postponed until further notice. Sorry for the inconvenience.

Expand
Let’s take advantage of this down time and start to build something great!
Social Media Is About Sharing And Storytelling

Marketers have this concept of social media as just a tool to leverage existing assets and do the same things they’ve always done.

B-O-R-I-N-G!!!

The focus on Social Media for marketing has to be part of a total program around SHARING and STORYTELLING.

SHARING content that your audience wants to hear.

TELLING STORIES that your audience can relate to – mainly from the perspective of other people like them.
Primary Functions Of Social Media In Govt.

**Share**: Inform citizens of public services through social content

**Listen**: Observe, analyze and understand what citizens are sharing to improve public services

**Engage**: Respond, collaborate and create with citizens to improve public services (sharing and listening)
Goals And Mission Of Government

$$$ COST SAVINGS $$$

+ Improved Citizen Services

That's what it's all about!

Federal-wide Event Partnerships

NASA + GSA + [other agencies]

then....

and then it just grows!

Weekly Google Hangouts across agencies
What’s Your Business Mission?

With Social Media, you do not need to depart from your mission to make money or sell things.

But pushing reports, demos and subscriptions is not going to generate a great deal of positive buzz for your company online. Those things may be the end goal for you to sell and make a profit, but the government is there to serve its customer, the American people, not make a profit.

So, you need to think about how you can blend your story and your products and services with the government’s mission.
Some Of The Stories Being Told

Discovered in a carry-on bag at the #Chicago #Illinois Midway (MDW) International Airport. See more pictures of prohibited items discovered this week at blog.tsa.gov

x1341, warlablack, rewga and 1,480 others like this.

@dkopach42 I know it saw it

@andrewmburnsy @nmadhun @smcahill a rather gen pop weapon to take a plane with

@martinhugo @carneymichael @officerpatrickcarney

@emilay104 good thing you got out of Chicago!

That can't even be for real. Who carries that with them, on a normal day, nonetheless when boarding a plane

Going to the airport gotta grab my mace #yolo...

michael_hunter
Some Of The Stories Being Told

Meet Howard. He's part of the #Indianapolis Airport #TSA Explosives Detection team that helps TSA enhance the security of air cargo. #TSAOnTheJob

tami_allopp, clk22490, jayray202 and 1,089 others like this.

@eurocka I have been covering the TSA since its inception as a journalist.

@michael_ad Domestic cargo is now 100% screening. Suitcases, while sniffed, tend to pose less of a threat than cargo. TSA does random K9 inspection of cargo warehouses as well as on the ramp of LD containers. For international cargo K9 is provided by TSA as well as CBP or in some cases Dept of Agriculture (but they don’t sweep for explosives). CBP dogs can be searching for different scents (bomb dogs generally are not also narcotics dogs due to the trained response when they hit on a scent).

Thank you Howard for keeping us safe!

michael_ad
Department of Education
Federal Student Aid Program
Monthly Twitter Chats using the #AskFAFSA hashtag.

FEMA
Interactive training and online engagement for emergency response using the #NDPTC hashtag.

National Archives and Records Administration
Citizen Archivist Dashboard to create an engaged community to transcribe 300 digitized documents.
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Where Is The Government And Where Are You?
How Effective Is Everyone At This Social Media Stuff?
How Do Federal Employees Use Social Media?

- 70% of the government employee and contractor respondents in a Market Connections survey reported they are accessing social media with mobile devices. That compared with 92% using home computers and 74% using work computers, the survey indicated.

- The top five uses of social media within the federal government, according to respondents, include:
  - To inform decision making – 100%
  - To communicate externally with citizens and other agencies and organizations – 81%
  - To communicate internally between colleagues – 78%
  - For research purposes/gather information – 64%
  - For promotion/marketing – 61%

- Federal employees are also using a variety of government-specific social sites with greater frequency, led by GovLoop, used by 35% of federal respondents, and social media and discussion groups such as GSAinteract, govtwit and govWin, and TFCN, each used by about a third of federal respondents.

Data from Market Connections Inc.
According to Netpop, the median age of the US Social Media User is 41.

According to OPM, the average age of the government employee is 54 (with strong numbers in ages 40-50).

Your social media and network strategy should target your demographic through multiple strategies based on their use of social networks and cultural views.
The Largest Government Agencies Are Engaging Over 24 Million People Through Social Media.

THAT WAS LAST WEEK.

Hidden Within ALL Of These Millions Are The People YOU Need To Be Identifying And Engaging Online And In Person.
## Government & Social Media Wiki (Federal Agencies)

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Social Web Tactics

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You can email the speaker at: michaelhackmer@socialwebtactics.com

How Do You Begin To Plan Your Social Media Strategy?
QUICK SNAP SHOT ON THE BABY BOOM GENERATION

- Born between 1946 – 1964
- Most would have gone through high school and college without a computer
- Value Individual Choice, Community Involvement, Self Actualization, Health and Wellness
- Motivated, hard working, and define themselves by their professional accomplishments
- Adaptive, Goal Oriented, and Positive Attitude.
- Confident in tasks, emphasize team building, seek collaboration, and not afraid to question authority
- Believes generation X and Y should pay their dues and conform to a culture of overwork
- According to Pew Internet research, 65% of all online adults use social networking of which 32% are baby boomers from the ages of 50-64
QUICK SNAP SHOT OF GENX

- Born between 1965 and 1981
- Accept diversity
- Independent, cynical, technology competent, multi-tasker, and self reliant
- Value freedom and responsibility and dislike micromanagement
- Thrive in casual, friendly, work environments
- Teen years spent in 80’s. Came of age in a time of 2 income families and high divorce rates
- Adapt well to change - Can adapt to all kinds of technology (From the TRS 80 to the 386 DX. From a world of no web to web. From 8 track to cassettes to CDS to iTunes. From Pong to Play Station 3
- According to Inner Social Medianess / eMarketer:
  - 67% use email daily which means email is still a very relevant way to communicate
  - 80% of Gen Xers make purchases online
  - 36.7% said they could live without social networks
  - 72% use social networks
WHEN YOU THINK ABOUT THE VOLUME OF INFORMATION, AND THE GROWING CONNECTIVITY OF PEOPLE, SOCIAL MEDIA AND SOCIAL NETWORKS ARE JUST ANOTHER WAY TO GATHER INFORMATION, IDENTIFY PEOPLE AND ESTABLISH NEW RELATIONSHIPS.
**PLANNING**

**Identify Your Business Strategy And Goals**
- Take your core mission and use it to determine your social media strategy and goals.

**Build A Profile Of Your Customers. The More You Know Your Audience, The Easier It Is To Engage Them In Valuable Conversations And Not Sales Pushes**
- Create personas for the segments you want to reach.
- Understand their interests and needs.
- Who are the influencers you need to reach?
- What Social Media platforms do your customers use? Do they engage?

**Determine Your Business Objectives For Social Media And Your Website**
- Are you striving to build brand ID so you are recognized?
- Do you want to attract leads and add to your sales funnel?
- Or is social media a vehicle for customer engagement and support?

**Create Measurable And Achievable Goals**
- What is your baseline for lead generation? If you get three opportunities a month, do not expect to increase your yearly lead total by 50.
Where are your prospects using social media the most and the most effectively?

What is their total social media footprint or what is their Facebook audience look like?

Gain insight into their overall media profile, what they are saying and what people are responding to.
You can compare government agencies, their followers and who they follow on Twitter, look at their engagement rates and how frequently they post content.
You can dive deeper in Twitter and use keywords to search bios for either competitors, potential partners or people who are involved in specific government programs and contract vehicles.

This is a time-consuming process, but well worth it if your goal is to make a few meaningful connections on Twitter (which can translate into other networks) that you can convert into in-person relationships.
Review LinkedIn Groups. There is a large directory of groups that cover almost every topic. If one does not exist, maybe consider creating one that you can administer.

Are there questions you can be answering?

Are there questions you can be asking?
Identify discussions that your company has an interest in / stake in.

Review top influencers in your core groups to see who you need to engage with more and what topics they are interested in.
Setting up a Facebook Page takes time, but is not a complex process. The information to populate should be ready to go – identified in the planning and research phase.
You will not be as popular at the start as Lockheed Martin, but you can build off some early success with a good strategy.
And do not forget to capitalize on Facebook’s advertising platform.

Using Facebook’s targeted ad program, you can drill down based on user profile details, geography, interests and more to better connect with your audience.
On LinkedIn, you need to create a detailed professional profile and a robust company page, so people can easily find you, your skills and your offerings.
LISTENING REQUIRES TIME
Listening is a critical step towards understanding what your customers want. So, you need a plan to monitor, identify and understand before you know how you are going to engage.

Allow tough and honest conversations to develop. Show people you are genuine and interested in solving their challenges.

ENGAGEMENT REQUIRES TIME
Joining a conversation after you have listened allows you to contribute at an optimal level. You are then taking steps to build trust with the people involved in the conversation, but also credibility with them and others who will encounter the thread at a later time.

Part of the planning and research process will have already indentified the right forums, discussion groups and blogs that you will want to comment on.

How do you strengthen those relationships going forward? This is where in-person networking becomes essential.
Everyone asks, “How often do I need to be engaged using social media or actively participating in social networks?”

The truth is — there is a direct correlation between frequency of posting — relevancy — value and ROI.

One study indicated that companies that publish 15+ blogs per month garner 5X the traffic than companies that don’t blog at all. Small businesses can expect even better results: those of 10 or fewer employees tend to see the highest gains in traffic when they publish more blogs.

The average company can expect 45% growth in traffic from increasing total blog articles from 11-20 to 21-50 per month. And B2Cs can expect a 59% increase in traffic from growing total blog articles from 100 to 200 total.
Remember: You Need To Be Light And Fun Too

Shutdown fears prompt shutdown pickup lines

Closing government isn’t funny, but resilient Washingtonians and others are trying to make the best of it. And what are you doing? Here are a few #shutdownpickuplines from Twitter, both laughers and groaners:

Kate. @KateCSunnyDee

The government may be closed, but my heart is open. #shutdownpickuplines #governmentshutdownpickuplines
11:43 AM - 1 Oct 2013
15 RETWEETS 9avorites

Katrina @EyeOfTheKatrina

You just made my heart take a furlough cuz it just skipped a beat. #ShutdownPickupLines
5:07 PM - 1 Oct 2013
1 RETWEET

Results for #ShutdownPickupLines

Top / All / People you follow

Alan Mendoza @amendoza_11
RT @MadelineRice98: The library is closing, mind if I check you out instead. #ShutdownPickupLines
2m

MG Sancho @GPVillas31
"But I have a boyfriend" no government, doesn’t count. #shutdown #ShutdownPickupLines #teamrollout
2m

Bree O’Connell @breeocco
Did it hurt when you fell from the fiscal cliff? #ShutdownPickupLines
3m

Lauren Est @Lauren_Est
"Girl, it don’t matter that 800,000 people are outta work, cause you work it, so good." #ShutdownPickupLines
1h

Lauren Est @Lauren_Est
Get locked out of this WWII monument often? #ShutdownPickupLines
1h

Julia Khan @Julia_theKhan
"The only non-essential thing about you is those pants" #ShutdownPickupLines
2h

Brendan Francis @BrendanFrancis
Hey girl, I’d declare you essential #shutdownpickuplines
2h

Post Local @postlocal
"The government can’t shut down my love for you" -- and other top #shutdownpickuplines wapo.st/19R0oUo
Retweeted 53 times

Expand
Social Web Tactics

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What Social Media Tools Should You Use?

Identify where your customers are and where they are communicating.
Social Web Tactics

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How Do You Manage Time And Resources?

1. Identify All Your Assets And Resources

2. Create An Outline Of Time Available (Be Conservative)

3. Do Your Research And Build Your Plan

4. Set Realistic Expectations

5. Hire HELP To Make It All Come Together
Social Web Tactics

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Governments and business all measure results differently. The results should track back to your goals.

Are you interested in responsiveness?

Are you concerned about sentiment around your brand?

Do you want to track leads and campaign engagement? If so, how do you want to define “engagement”?

Are you generating transactions through your social media effort?

Or... Are you just interested in building loyalty? Or broadening your market reach?
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How Can You Connect Social Media To Lead Generation?
For lead generation to be successful, social media and content marketing campaigns need to be connected with other aspects of your marketing efforts.
HOW DOES IT ALL FIT TOGETHER?
KEY TAKEAWAYS

UNDERSTAND YOUR CUSTOMERS, MISSION AND PLAN

CONDUCT RESEARCH

SET REALISTIC GOALS

GET THINGS SET UP THE RIGHT WAY
BOTH IN SOCIAL AND ON YOUR WEBSITE

REALIZE IT TAKES TIME
WE ARE TALKING ABOUT RELATIONSHIPS

DON'T LEAVE IT TO INTERNS OR
DIMINISH YOUR EXISTING RESOURCES

MAKE SURE YOU TEST, MEASURE AND ANALYZE

DO NOT BE AFRAID
Upcoming Events

PROFESSIONAL DEVELOPMENT SERIES:
“HUNT – A TACTICAL REVIEW OF HOW TO RESEARCH, SELL, AND MARKET TO GOVERNMENT”

OCTOBER 16TH
$49.00
90 MINUTE DETAILED SESSION WITH WORK BOOK


Email: jamesbaker@socialwebtactics.com


Baker is a noted speaker, author, consultant and strategist on the public sector technology marketplace. He has spent the bulk of his career in the Washington, D.C. Metropolitan Area consulting for technology companies that sell to government. He has worked with technology companies such as Microsoft, Adobe, Unify, Hewlett Packard, vmWare, McAfee, Intel, Verizon, Sybase, AT&T, CA Technologies and 5am Solutions.

A graduate of the University of Maryland, Baker currently resides in Northern California with his wife and two sons.
**Social Web Tactics**

We live in an age where mass messaging rarely works. You need to go – not just where your customers are – but where they are most receptive to you as a company, your story and can share their own stories.

**Services Include:**
- GovCon Business Development And Marketing Strategy (Agency Playbooks)
- B2B and B2G Lead Generation Webinars
- Social Media Strategy and Management
- Content Marketing And Blogging
- SEO/SEM

**Questions And Answers**

Social Web Tactics is a digital marketing and sales agency focused on providing businesses and organizations the ability to connect with their audience using the latest and most effective digital technologies and tools.

We are interested in working with your company on your sales and marketing projects.

www.socialwebtactics.com
@socialwebinc