

Lesson 2: Social Media and Network

Marketing

Student Guide Pages: 280-25

Lesson Objectives: By the end of the lesson, your students should be able to:

- effectively use social media to build their businesses and increase business for their employer
- understand the five most effective social media marketing tools
- discover the power of Google and how it can be used to increase visibility and business

Lesson Summary:

Social media marketing is by far, one of the most powerful tools in getting your business, talent, and name before thousands of people. It's the most inexpensive way to effectively market, and understanding how it works and how to capture its power is an incredible marketing advantage for up-and-coming employees. Utilization of the Cloud will allow you to harness the power of combining channels, systems, media, and networks. This connects all

marketing data on a daily basis and takes marketing to whole new level of speed and mobility.

Possible resources:

1. <https://bizfluent.com/how-4579209-promote-business-using-social-media.html>
2. <https://www.wpbeginner.com/beginners-guide/what-is-a-blog-and-how-is-it-different-from-a-website-explained/>

Review Questions:

- What are the four most important social media venues that should be considered when promoting your business, talent, and the company you work for?

Answer:

1. Facebook
 2. LinkedIn
 3. Twitter
 4. YouTube
- What is the Cloud, and why is it important to your marketing progress?

Answer: The Cloud combines channels, systems, media, and networks such as email, text, social media, websites, and all internet connections into one accessible format to increase speed of accessibility and information to the customer base.

- Is it necessary to post separate messages on each social media site to obtain visibility and increase business?

Answer: It is not necessary. One post, blog, or video can be linked to all your social networking sites simultaneously. ConstantContact.com or MailChimp.com, are great mediums to help you send out mass emails, videos, or posts to social networking sites. It makes the work so much easier!

- How important is social networking to my business?

Answer: You don't have the option to omit social networking from any effective marketing plan anymore. Today, it is absolutely essential. If your presence is not made known you will miss out on vast opportunities and tremendous business.

- How can you effectively use social networking, and what are the four best steps for the process?

Answer:

1. Create a Facebook fan page to post information, ideas, your thoughts about the industry and videos of your work. Send

friend requests to everyone interested in your business or similar industries.

2. Create a Twitter page and LinkedIn profile. Be sure to make it complete, with all information pertinent to your talent, your work, and your work location.
3. Open a YouTube account to share videos about your business creations or ideas. Design your Facebook fan page and YouTube videos in colors consistent with the logos and color schemes of your company of employment. In doing so, you will create a memorable brand.
4. Create an account at www.ConstantContact.com or www.MailChimp.com , then you can simultaneously and easily send all posts to all your email contacts and social media venues. Design your email blasts in colors that are complementary to your Facebook fan page and YouTube videos, increasing brand recognition.

- What is a blog, and how can it help my business?

Answer: A *blog* (short for weblog) is stream of information that you deliver in short bursts. It is generally one or just a few paragraphs, written in your area of interest. You can use every venue of social media to promote your blog. Each time you write something, simply post it to one or all of your social media venues, and your online visibility is elevated. If you make *your name* the domain name of your blog, you will

increase your presence in the marketplace.

- What will social media marketing do for me and what are the three ways it will increase my business?

Answer:

1. You will stand out from the crowd by looking more professional, and it will offer businesses, corporations, and potential clients a chance to look at your talent and your work.
2. It will help you create your own unique brand in the marketplace.
3. Social media marketing will help you establish a following more quickly than any other marketing option.

- How can Google help me with social media marketing?

Answer: Each time you post a video on YouTube, each time you blog and post on your social media networks, and each time you post pictures or send mass emails to your email base, Google takes notice and pushes you upward in the ranks. The more you make your presence known online, the higher you rank on Google, and the more people take notice.

Homework:

If they have not done so already, students should complete a professional profile on LinkedIn and Twitter and create a YouTube

account for posting their videos. Emphasize that they should begin marketing now.

Class Activity:

Tell students to create a Facebook fan page, with input from other students in the class about the pictures, videos, and information they post. Make sure they are extremely professional and market specific.

Additional Information:

There is no denying the power of social media marketing. Every day, the number of users grows, and those who don't take advantage of this powerful tool will simply be left by the wayside. Don't forget the Cloud to take marketing to the next level.

Fun Facts:

It is estimate that 100 million people use Twitter each day!

Notes: _____

