



SOCIAL MEDIA MARKETING FOR BRANDS: VOL. #2

10 Tips for Brand Marketers on Facebook

As Facebook matures as a viable marketing and customer service channel, many organizations and brand marketers are starting to work with social media. An integrated marketing strategy, experience and expert-knowledge are needed to properly turn efforts into success. Learn more about common mistakes and how to get the most out of Facebook.

- 1. What is Your Strategy?**
Most organizations lack in social and economic objectives. Seriously think about your target-group, goals, time-line and tactics. How do you organize social media in your organization and marketing teams? Checking your strategy from time to time, will keep your eyes on track and success.
- 2. Specify Your Position**
Try to look through the eyes of the consumer. Why would you become a fan on Facebook? Clarify what benefits your fans can expect from you: Unique news, support, special deals, freebies...
- 3. Communicate In Dialog and Eye-To-Eye**
Always take part in dialogs and respond to comments within a day. When fans realize that you are really interested in a relationship with them, they will honor you with loyalty, trust and increasing sales.
- 4. 80/20 - Set Quality Above Quantity**
Nobody is interested in how big and great you are. Social media is not about talking *at* prospects; it is about creating and connecting *with* communities. Instead, think of something of value for your readership. Stick to 80% of unique, interesting and engaging content and 20% of selling-in.
- 5. Get Personal**
Communicate with your Fans in a close-knit and friendly dialog. Posts should be written in the first person using a very conversational tone. Not everybody in your marketing team might be appropriate to interact with your fans. You might also consider an external partner, who usually has more experience.
- 6. Encourage Word-Of-Mouth Communication**
Don't hesitate to ask your fans to share or like something. After a while you can even engage fans to write guest posts or write something about your brand at others. Let them run the community, stay in the background and act as a moderator. Strike!
- 7. Call-To-Action And Make The Deal!**
Finally, sell in your brand, product or service and give your fans the opportunity to buy. Facebook offers plenty of social-commerce solutions for this.
- 8. Integrate Social Media into Marketing Mix**
Social Media won't replace a consistent marketing, but it has a big impact on all traditional communication strategies. Always try to work across all major channels. For example: Connect your fan page to your website and other channels as print or radio. Consumers usually have questions and need some support before buying. Use the strengths of each communication channel to maximize the benefits and reach your goals.
- 9. Be Creative, Entertain And Don't Advertise**
People spend time on Facebook to connect with friends, to have fun together, to laugh and discuss... Traditional advertising just won't work. Think smart of word-of-mouth specials that invite readers to participate and create topics to talk about.
- 10. Stay up to date**
Make sure you don't fall behind. Beside Facebook exist trillions of other brilliant, cost effective and innovative social media tools that might be suitable for your organization. Try and play with them, but never forget to stay authentic!

CONCLUSION

Depending on defined social and economic objectives, Facebook may help brand marketers to promote products, services or brand messages, connect with prospects or to increase sales. Lacking in importing fields at social media may lead to a damaging loss of reputation and trust. We recommend not taking quick action without a marketing strategy. Try to integrate the social-media strategy into the marketing mix. Define objectives and include social media in your organization's daily life. Work on content guidelines and focus on real audience engagement instead of advertisement. Don't forget to monitor your efforts and to refine your strategy if needed.

If you want to maximize the effects of your social-media activities and minimize any risks associated with it, we would be very happy to assist you. Mandel has developed a unique Social-Media-Framework to turn efforts into success with a 3-step approach to the social strategy.

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We are a brand communication agency consisting of brand strategists, PR and marketing consultants with a strong focus on Europe and Scandinavia and offices in Stockholm and Munich.

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