



2017

STAND OUT

Social Media

A GUIDE FOR BUSINESSES
AND BUSINESS LEADERS



INTRODUCTION

40% of the global population use the Internet. That's 3 billion people. And of that 3 billion, 2.1 billion people have active social media accounts.

With the rapid smart phone penetration globally – social media is accessible anytime, anywhere.

Social media proves a perfect platform for businesses as it gives access to a large number of people, in a really personal way. It's kind of like it puts your brand in the pocket of your clients anywhere, anytime.

It gives businesses the incredible access to learn about their target market and to speak to them in a conversational and tailored way.

Social media isn't just a space for young people or big brands; it is the perfect place for smaller businesses and leaders to connect with clients in a meaningful and profitable way. It's an affordable media channel; it's responsive and adaptive and puts small brands on a level playing field with bigger brands.

Here are 3 easy steps to position your brand as an expert on social media. You can immediately apply these ideas.

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CREATE

1. WRITE A BLOG



Write a weekly blog that will show your thought leadership, expertise or professional opinion. (If you don't like the word blog - call it an 'Insight'.)

Why it works: It will improve your website ranking through SEO, and through social media will provide a perfect tool to connect with your existing clients. It also helps to attract new clients and the interest of media, industry and other interested parties.

HOW TO DO IT

Frequency: Decide how frequently you will publish your blog - weekly, fortnight, monthly?

Set up: Set up a blog on your website or simply decide that you will publish to LinkedIn.

Writing: Schedule in time to write the blog. This could be written, filmed, audio. Keep it crisp and succinct. And easy... you want to be consistent.

Now do it: Write out 10 blog headlines that you'll focus on for the next few months - this is a great way to bring focus to your content plan. Make sure your headlines are catchy and engaging.



2. SHARE HELPFUL CONTENT

Sharing content, or is sometimes called content curation, is when you (or your VA) collect information from other people and businesses that relates to a particular topic or industry and then share it with your audience.

The types of quality content that you might curate is:

- Articles from a news story or industry blog.
- Articles from a relevant industry expert
- Other people's images or meme's (which are those funny/thought-provoking pictures)
- infographics
- videos or podcast

The purpose of content curation is that it demonstrates how well read you are in your area of expertise. Using this strategy consistently will have you seen as the go-to expert on the topic. Your audience will like you as it's content that helps them and they can share also.



3. BE YOUR SELF, CONSIST -ENTLY



Do you know the number one thing that will help you stand out?

It's You. That's right, You. You are what makes your brand stand out.

Your unique and distinctive qualities create a contrast in the mind of your clients and your audience.

Why? Because you can't copy a personality. This will help you to sell, stand out and endure.

But, you need to be consistent.

It won't help if your best post was 3 months ago. You need to remain consistent to stay in the minds of your prospective clients, and of the social platform's algorithms.

Revenue generation is one aspect, but not the single most important reason for using social media.

Its primary business value is that it allows you to deepen relationships with customers and the community. It gives you access to a large number of people, in a really personal way. It's kind of like it puts your brand in the pocket of your clients anywhere, anytime.

Social media is:

- Global: There are over 3 billion active internet users globally (which is 40% of the global population), with 2.1 billion active social media accounts.
- Accessible: With the rapid smart phone penetration globally - it's also accessible anytime, anywhere.

WHY IT'S WORTH THE EFFORT



Insightful: It gives businesses the incredible access to learn about their target market and to speak to them in a conversational and tailored way. They're also able to test out what products or services their community engages with before they invest in big campaigns.

- Social: Service-based businesses are already social; they depend heavily on social interactions with clients and professional colleagues to carry out their work and develop new business. Social media provides a natural extension to generate leads and referrals.
- Affordable: It's an affordable media channel; it's responsive and adaptive and puts small brands on a level playing field with bigger brands.

SELLING A SERVICE ON SOCIAL

McKinsey's says "The professional services industry has the greatest potential of any industry to see huge return-on-investment benefits from social media".

And why? If you're a Service based business you are already social; you depend heavily on social interactions with clients and professional colleagues to carry out your work and attract new business.

Social media provides a natural extension of this behaviour and will help you generate leads and referrals.

Your clients are already going to social to check you out. These days powerful positioning is just as critical as client referrals.



**SOCIAL MEDIA
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ACCESS TO A
LARGE NUMBER
OF PEOPLE,
IN A REALLY
PERSONAL WAY**



It's like a real life relationship on social media. How do you leave a lasting impression that sells?

They're real people on the end of those accounts (mostly) and so the same principles apply. First they become aware of you. Then they recognise you. Next they'll have an experience with you, and over time and lots of work they'll become raving ambassadors for you.

In her book Fascinate, Sally Hogshead said "The reward for earning trust, is loyalty." And the reward for loyalty is repeat business and multiplication of your leads. That means lots more business and lots more sales. So how do you start?

I. POSITIONING

"Positioning is what you do in the minds of your prospect", according to book by Al Ries and Jack Trout of the same name. In other words, they

HOW TO STAND OUT ON SOCIAL



frame up who you are and the value you can provide to your existing and future clients, and the community that you create. Is it clear who you are and the value you offer across all of your social platforms? Does your content reinforce that on a regular basis?

2. SERVE YOUR AUDIENCE

If you want your brand or business to get noticed, you need people to know about you and pay attention to you. Those people are your audience - your clients, colleagues, fans, friends and future clients.

You can serve them by giving them great content about what they want, how they want and where they want it. And also by solving their problems. You'll be rewarded for your service by creating a following and a community of advocates. And when they're your friends they'll refer you, buy from you and work with you.

3. DEVELOP A SOCIAL HABIT

When you run a successful business you're so busy managing clients, bills and new projects - social media can be the last thing on the list.

It's a bit like writing a book. "The road to hell is paved with works in progress," said author Phillip Roth. The best way to write a book is little by little, day by day. A daily habit of laying down section by section, until it's done.

Social media is the same. You need to spend the up-front time in the set up phase to establish the systems to scan, store and share and you'll establish a regular rhythm and routine that creates stand out social media.



WHERE TO FROM HERE?

TO LEARN MORE ABOUT
HOW TO CREATE
STAND OUT SOCIAL MEDIA
TALK TO KIRRYN ZERNA.

ABOUT KIRRYN ZERNA

Kirryn Zerna has worked with large and small businesses to create remarkable brand communications for over a decade, and now she builds that capability into the organisations that she works with. She combines her deep experience of corporate communications and copy writing with the latest research of social media management to deliver a tailored approach for her clients. Stay in touch: www.kirrynzerna.com

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