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August2010AgencySales Social media is growing so fast, attracting nearly everyone. If your company doesn't yet have a social media presence, now is the time to get started – the right way. <http://twitter.com/anniejennings>
about 2 hours ago via web

NOner1386 @fickfoe @pmsguy @AwilderRide @sallysoso
@zingafoo96 @happycappy10 @FabFay Thanks for your
mention!
about 5 hours ago via web

ActsionGrand off to one of my many meetings over a cup
of coffee.
about 8 hours ago via OffTheHookSuite

BoulderChest @Mandolin19 yeah me too! Tomorrows
another day though right! X
about 11 hours ago via Twitter in reply to Mandolin19

Suggestion of the day: Could I please not use
the suggested alternative

How to Ruin Social Media Strategy

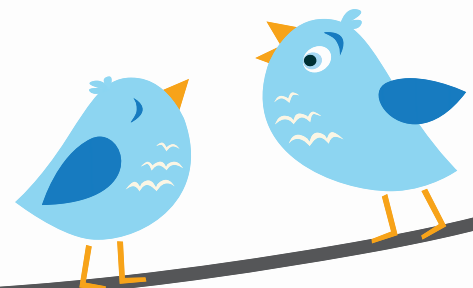
For Your Company


BY ANNIE JENNINGS



No social media presence? No problem . . . for your competitors, that is. Your competitors are perfectly happy to take up your social media space. They are happy to dominate, and if you are not there, that means *more for them*.

There are a few rules of the road in social media. Let's spell out what we know already about what's working and what's absolutely not working. First impressions can turn people off forever, so it's essential to make a good lasting impression. And yes, in case you are wondering, you will make more sales. The path to get there will just be different than what you might be used to.





MannieT Social media's relaxed environment gives you the platform to reveal many facets of your company over time.

about 3 hours ago via Tweeto



CappHudson Social media is not your space; it is the people's space.

about 2 hours ago via web

You are just invited to the party, for now. So the first rule of social media is that it's not all about business. In fact, if you think of social media as a party, apply the rules of etiquette to your social media presence and you can't go wrong. You wouldn't show up to a party dressed in flashing lights with a "Hurry, big sale happening right now! Buy me!" sign on your head, would you? Of course not. And just like a party, you don't just crash onto the scene. You respect the venue, the mood and the other guests – or you can get thrown out.



valentejones@Yanhaggerty Who is ruining social media?

about 5 hours ago via web

Everyone with the "e-mail spam" attitude. Everyone who holds events that are just a prelude to an up-sell. Everyone in it only for themselves. These detractors are quickly coming on the scene. The amateurs are spamming social media, and the community does not have to take it anymore. They can decide they don't like you and remove themselves from your group. You cannot talk *at* people within social media; you can only talk *with* them. If you do otherwise, you may get un-invited to the social media party.



joOrangi It's about getting involved.

about 6 hours ago via twitter

Social media's relaxed environment gives you the platform to reveal many facets of your company over time. It's about more than who you are as a business. It's time to get involved with causes or concerns that make a difference in the lives of people, and to do something about it. When you do something good, you get to share your actions with your community. Whereas in advertising you have 30 seconds to get your message across, in social media you have a lot more time.



izzyPR You can't change the world, but you sure can try.

about 8 hours ago via Tweeterrific

It's about putting your mission in motion. Your company's mission statement – the one etched into a plaque on the wall – is given the chance to come alive, get out into the world and take some action. Choose your passions to naturally align with your product offerings. If you sell workout gear and sneakers, why not get more involved in the experience of those without sneakers or access to exercise, who would welcome your product or service into their lives? Your social media community will love this.

Plus, you get to share all about what you are doing

to help, without a lot of grandiosity. You are doing it because it needs to be done. You can share something like this later with your social media community: “Our ‘GET FIT, HAVE FUN’ bus took 20 needy teens to the amusement park today. They all got a new pair of sneakers, and we loved the look on Jimmy’s face when he saw his brand new pair. He just lit up and had so much fun; we all did!”

marketing does not work. It actually looks more like an intrusive billboard that ruins the view. The “I am only here because I can get more customers” attitude will only hurt you, as your market expresses their opinions. If you are a contributing member of the community and you follow the unwritten rules, you can include a sales and marketing strategy. You can create special offers, and you can include a call to action.

Jennings Your company’s mission statement – the one etched into a plaque on the wall – is given the chance to come alive...

about 3 hours ago via Twitter



The unspoken benefit is that you add more substance to your company by rounding out your social media presence. You don’t have to go global to be known for doing good things; you can do just as much good locally. Your actions don’t have to cost a fortune; you can donate tickets for a group of kids to go see a motivational speaker, or fill up a food bank with lots of healthy food. Whatever you do, no matter how small, your social media community will take notice and appreciate you.



edtoner Yes, you can . . . sell.

about 5 hours ago via TweetCoop

The way you sell within social media is very different from traditional marketing and advertising. Social media is a different forum, and the flashy, “buy me now”



FultonPipe5 You are only a visitor here.

about 5 hours ago via TweetCoop

The culture of social media is more like that of an engaged community. Members are there to help others. They share their lives, interests and time. They don’t want anything from anyone else except to get to know them, reveal their own personalities and see what’s happening. Social media is entertaining and fun. But now, with social media being utilized by many who only seek profit, it is being over-run with the old-fashioned IN YOUR FACE marketing tactics. The community does not have to listen to or engage with you. In fact, they can make fun of you and your misguidance. They can decide to boycott your products and services and encourage others to follow suit.



ADvSce2@WiltonOp It's about showing your personality.

about 9 hours ago via web


Hire people to create and expand your social media presence, who understand the social media environment. Hire people who know the rules of marketing and publicity, who know how to communicate. It's also important that they know when, where and how to break the rules for the social media arena.



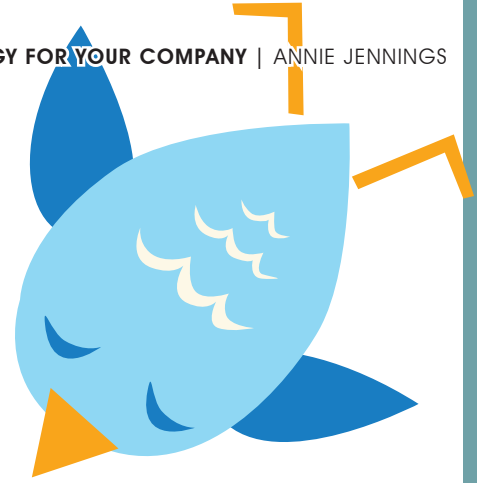
BoulderViewz If you engage in social media, sales will come.

about 14 hours ago via Twitter

The more you engage others as just one of the gang, without pretense or hunting for your next sale, the more your community will get to know the heart behind your company. As we know, one of the fundamental premises of business success is that people will do business with those they know, love and trust, so why not you? Will they think of you as a spammer invading their space, or as a valued and respectful member of the social media community that they have grown to know, love and trust? Which company do you think they will buy from?

Have you ever thought that if more people got to know your company, they would do business with you? Throughout this article, we talk about people, not a target market. That's a good starting point for social media. You can gain customers as your story unfolds, by engaging people every day. 

Annie Jennings, National Internet marketing and social media expert, is the founder of the National Firm, Annie Jennings PR (www.anniejenningspr.com), a Strategic Marketing & Publicity firm that offers publicity, social media creation and integration, social media optimization, promotion and publicity services. Contact by phone (908)281-6201 or e-mail Annie@AnnieJenningsPR.com



NoMoreSocial32

...one of the fundamental premises of business success is that people will do business with those they know...

about 12 hours ago via web

