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Understanding Social Media

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Presenter

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Agenda

- Social media adoption
- Common business uses
- Main platforms



The Research



Current Marketing Technique Adoption

- Networking at targeted conferences, trade shows and events
- Sponsoring conferences or events
- Email marketing campaigns
- **Networking on social media**
- Speaking at targeted conferences or events
- **Promotion thought leadership on social media**

Why social media?



Marketing Acceptance

- > Easier
- > Faster
- > Cheaper

63.2%

search
your firm **online.**

vs.

62.4%

**ask friends or
colleagues**
if they've heard of
your firm.

59.9%

check you out on
social media.

vs.

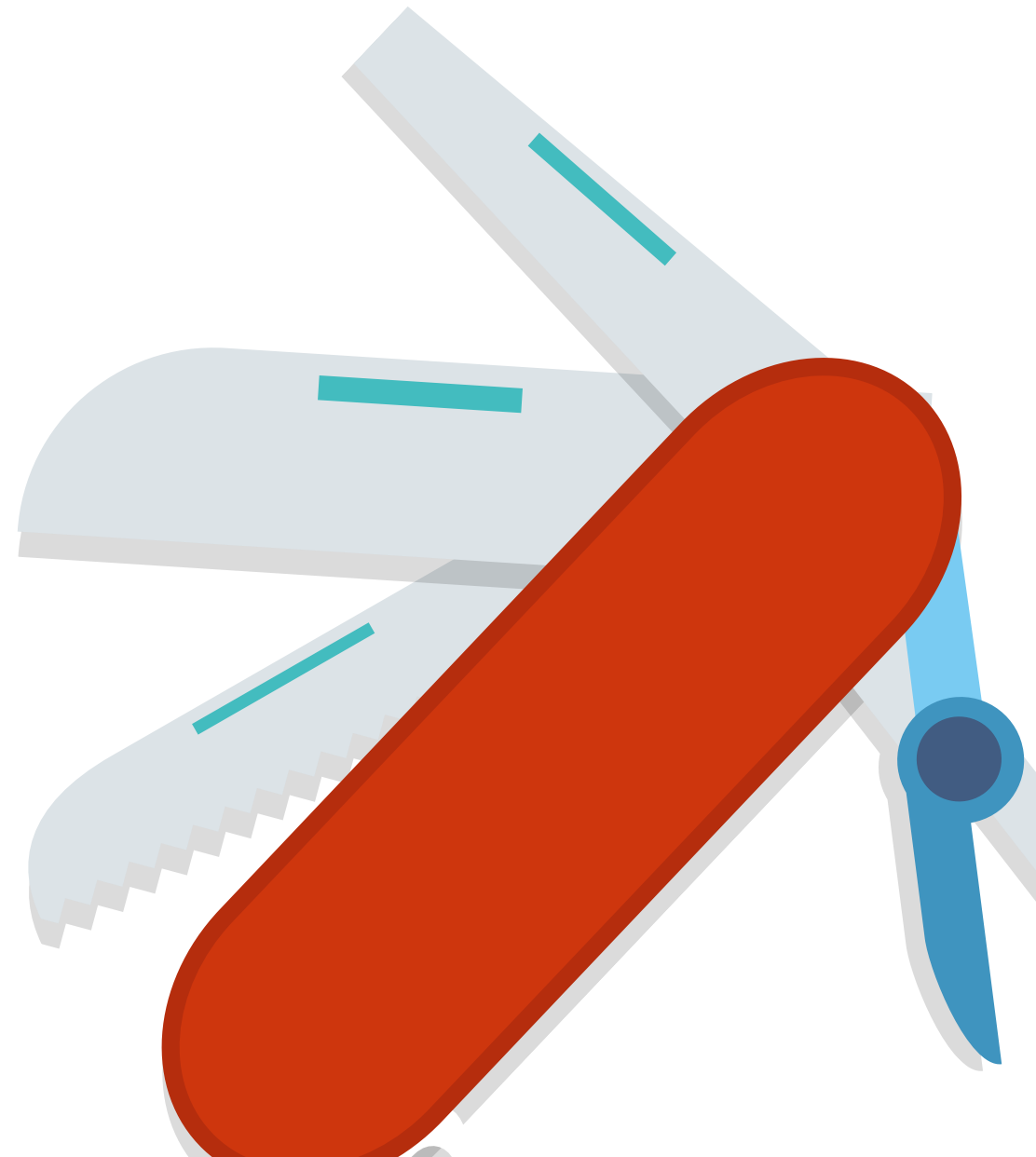
55.5%

talk to a reference
provided by
your firm.

Business Case

- Faster growth
- Greater profitability

Uses of social media



1. Networking

- > Broaden network
- > Develop relationships
- > Referral sources

2. Content promotion

- Increase visibility of expertise
- Nurturing and qualifying leads
- Educate clients and prospects

3. Search Engine Optimization

- Attract prospects
- Attract potential employees
- Easier to find and check out

4. Research

- > Potential clients
- > Competitors
- > Referral sources

5. Recruiting

- Attract candidates
- Showcase opportunities
- Convey firm culture

Meet the platforms

HELLO
my name is

Social Media

LinkedIn

- > **Started:** 2003
- > **Members:** 500+ million
- > **Ownership:** Microsoft
- > **Positioning:** "Connect the world's professionals to make them more productive and successful."
- > **Key Features:** Groups, individual profiles, company profiles, self publishing, data



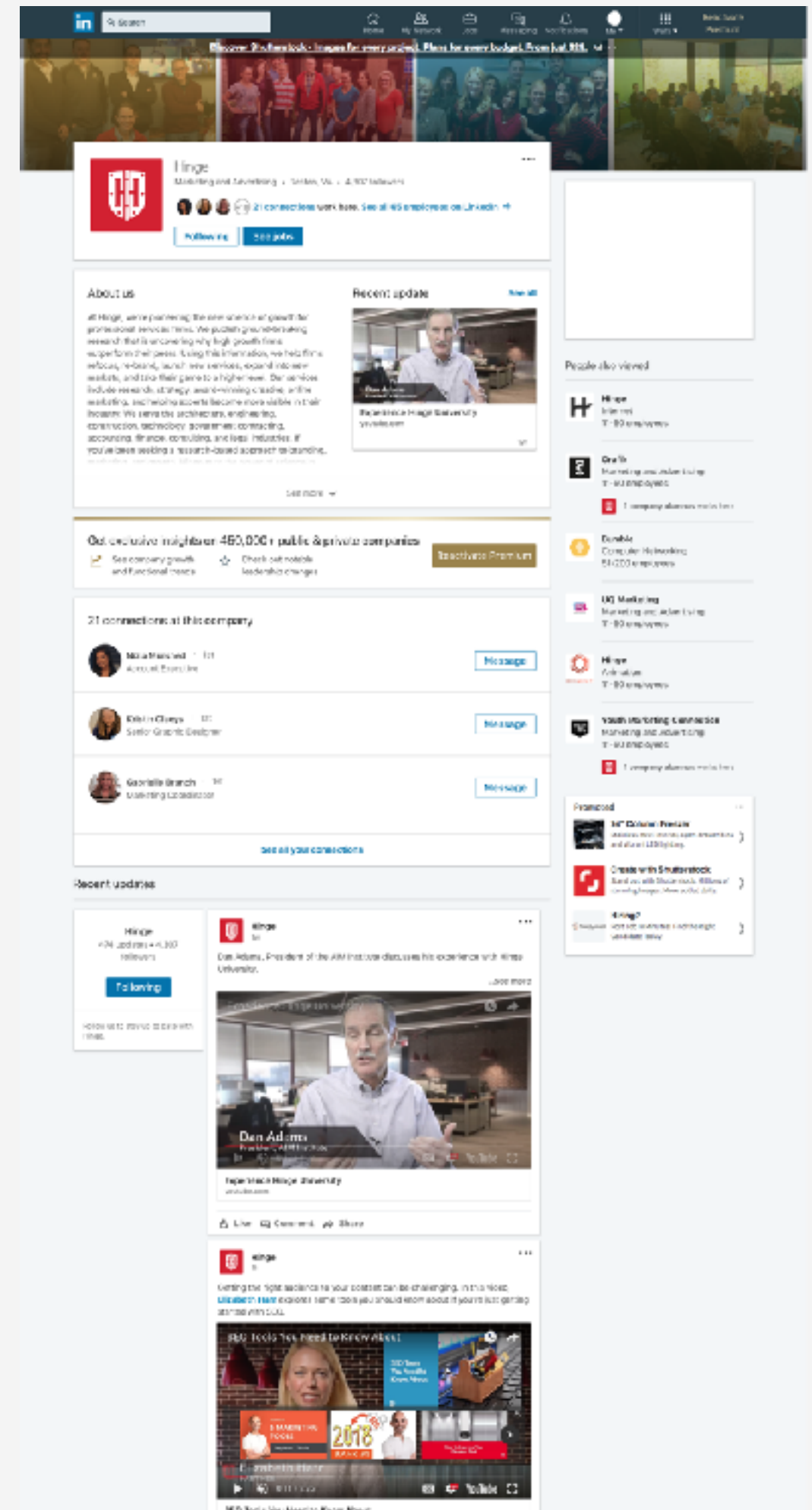
LinkedIn Company Profile Page

What is it?

A page on LinkedIn that describes your firm

Important Considerations

- This doesn't replace profile pages for key individuals in your firm
- Design should reflect your overall firm brand (may repurpose key images and/or design elements from your website)
- Should succinctly describe your positioning: what you do, who you serve and why prospects should select you
- Description should contain relevant keywords to facilitate online search
- Consider promoting important services or practice areas using the Showcase Pages feature



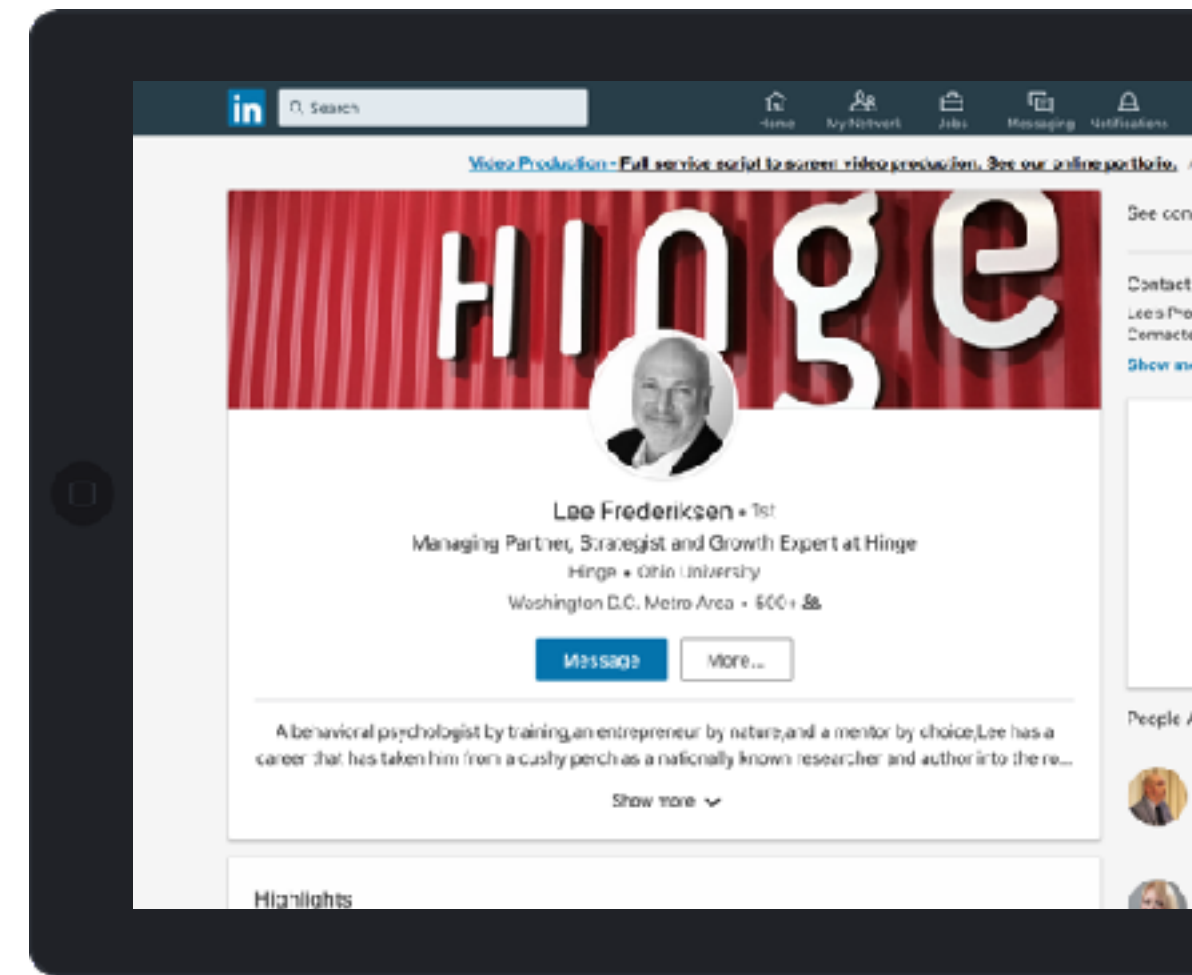
LinkedIn Expert Profile Pages

What is it?

A page on LinkedIn that describes an individual subject matter expert

Important Considerations

- Design should reflect your overall firm brand (may repurpose key images and/or design elements from your website)
- Title should succinctly describe your expertise and who you serve
- Summary/Experience section should contain relevant keywords to facilitate online search
- Use a high-quality, professional photo
- List publications and other credibility enhancing features of your career
- Make the effort to fully complete your profile
- Solicit recommendations from key clients and colleagues



LinkedIn

> Best Uses:

- > Proactively seek out relevant online communities
- > Interact with target audiences
- > Meaningfully participate in industry conversations
- > Facilitate community interaction by consistently sharing quality content

> Limitations:

- > Algorithm limits the content in users' newsfeeds (based on interests and engagement levels), capitalizing on the opportunity to generate revenue through LinkedIn Ads/ sponsored posts
- > More advanced features and detailed insights cost money
- > Groups becoming less interactive

Facebook

- > **Started:** 2004
- > **Members:** 2.2 billion monthly active users
- > **Ownership:** Facebook
- > **Positioning:** "Give people the power to build community and bring the world closer together."
- > **Key Features:** News feed, likes and reactions, groups, events, Facebook Live, native video



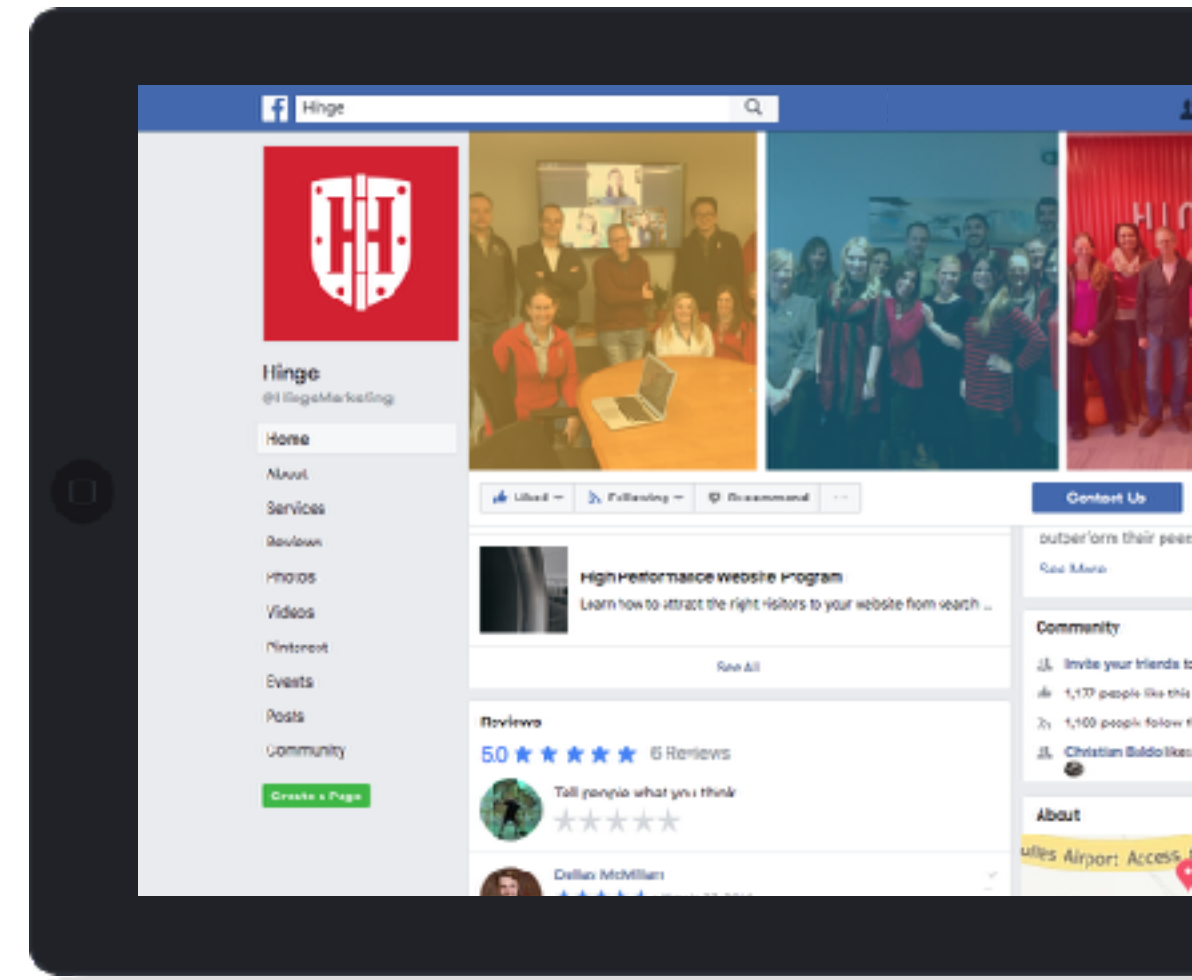
Facebook Company Page

What is it?

A page on Facebook that represents your firm

Important Considerations

- > Make sure your imagery is consistent with your overall firm brand
- > In your About section be sure to describe what you do, who you serve and why prospects would select you
- > Fill out services section
- > Make use of action button to encourage visitors to respond to an offer or contact you
- > Images are an important part of the Facebook experience, so use them liberally



Facebook

> Best Uses:

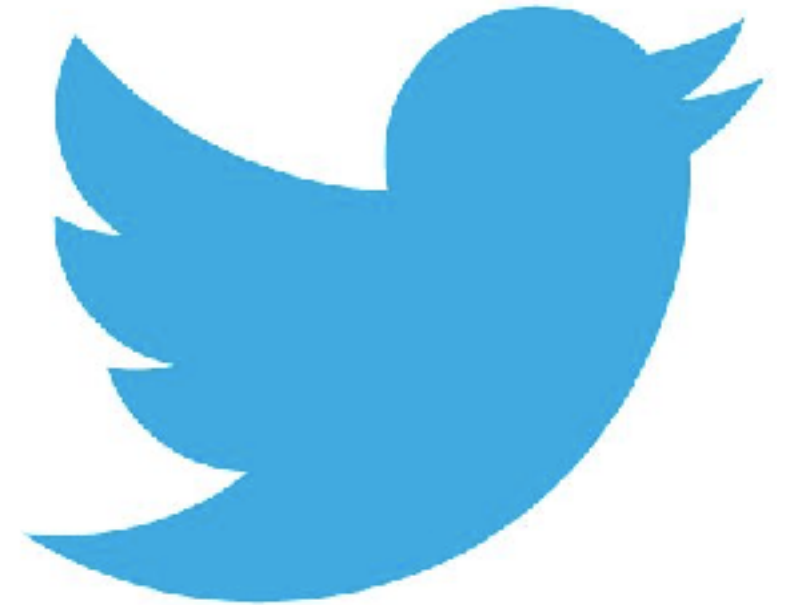
- > Target based advertising
- > Live video streaming
- > Behind the scenes informality

> Limitations:

- > A recent shift in focus favoring content from friends, family and social circles over business and news
- > Largely consumer centered

Twitter

- > **Started:** 2006
- > **Members:** 330 million monthly active users
- > **Ownership:** Twitter
- > **Positioning:** "Give everyone the power to create and share ideas and information instantly, without barriers."
- > **Key Features:** short form-breaking news content, Twitter lists, chats, retweets, account verification



Twitter Company Profile Page

What is it?

A profile on Twitter that describes a company

Important Considerations

- > Use an image that is consistent with your brand
- > Consider testing Twitter cards when posting
- > In your About section be sure to describe what you do, who you serve and why prospects would select you
- > Include relevant hashtags in your About section
- > Include your website URL and appropriate contact information
- > Your Twitter handle needs to balance branding with brevity: the shorter your handle, the more characters you can fit in a tweet



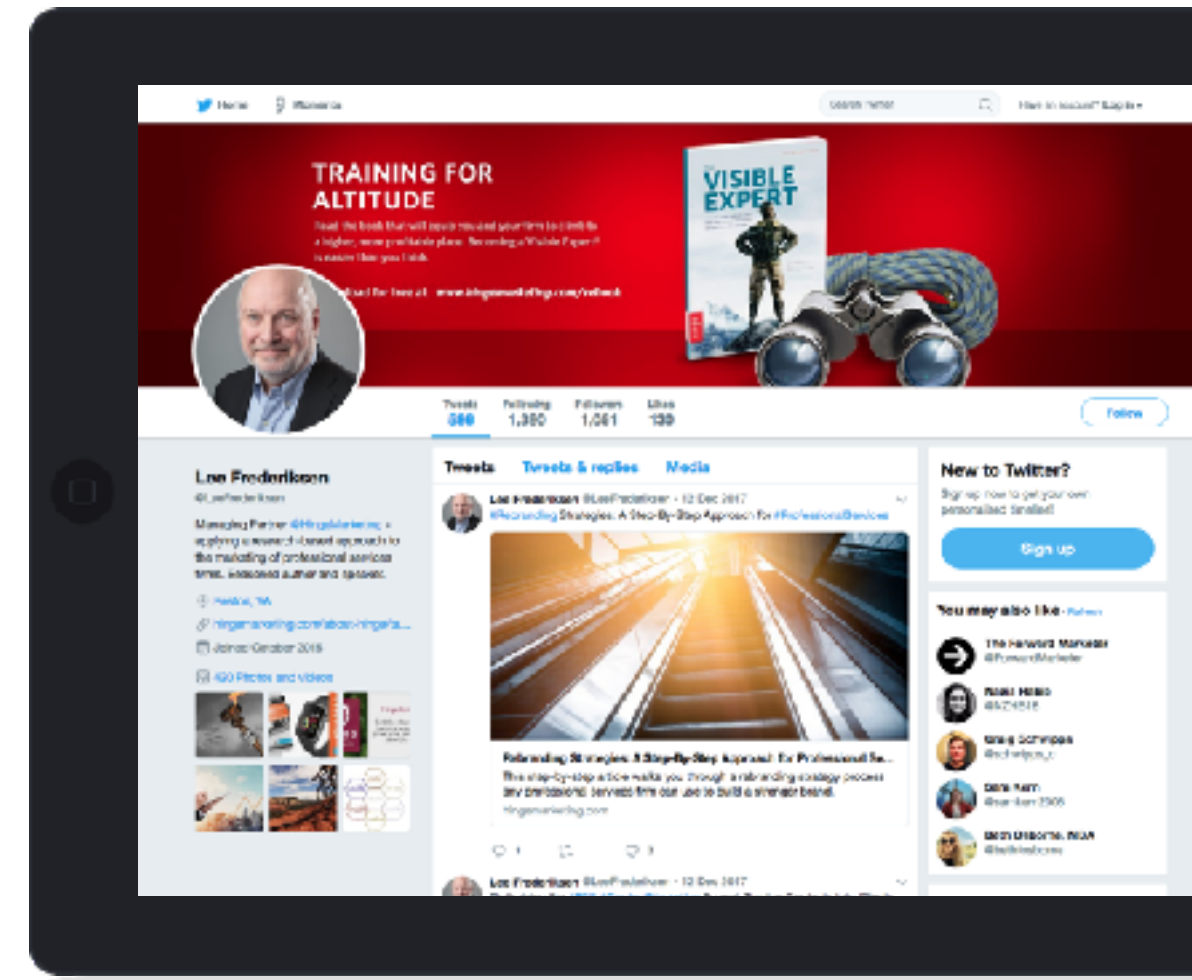
Twitter Expert Profile Page

What is it?

A profile on Twitter that describes an individual expert

Important Considerations

- > Use a professional photo
- > Consider testing Twitter cards when posting
- > In your About section be sure to describe what you do, who you serve and why prospects would select you
- > Include relevant hashtags in your About section
- > Include your website URL and appropriate contact information
- > Your Twitter handle needs to balance branding with brevity: the shorter your handle, the more characters you can fit in a tweet
- > Consider applying for Account Verification to provide additional credibility



Twitter

> Best Uses:

- > Build relationships with other subject matter experts
- > Share valuable content and provide your own thoughts — good reach
- > Segment followers based on topics pertinent to your business offering
- > Host and join twitter chats to stay up to date in your industry

> Limitations:

- > Median lifespan of 18 minutes
- > 280 character limit
- > No continuity

You Tube



- > **Started:** 2005
- > **Users:** 1.3 billion
- > **Ownership:** Google
- > **Positioning:** "Provide fast and easy video access and the ability to share videos frequently"
- > **Key Features:** personalized content, ability to download, stream, and share videos in High Quality, basic and standard quality resolutions

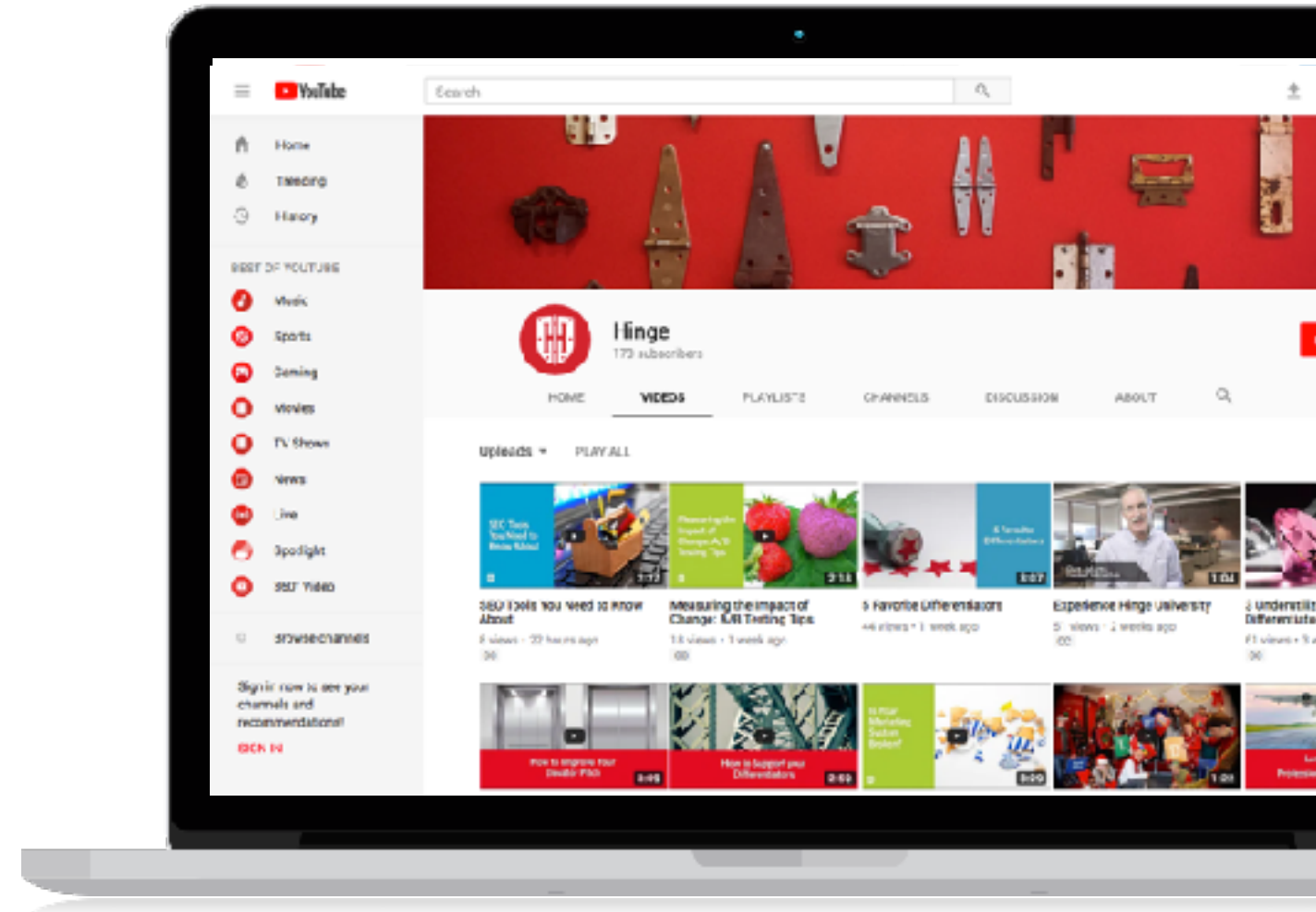
YouTube Company Channel

What is it?

A page where a firm can host and promote its video content

Important Considerations

- > Ideally, you should have several videos to upload to your account
- > Make sure your imagery is consistent with your overall firm brand
- > In your About section be sure to describe what you do, who you serve and why prospects would select you
- > If you have multiple videos around a theme, consider creating a playlist or adding a subchannel
- > Consider allowing viewers to make comments



You Tube

> Best Uses:

- > Google favors Youtube videos in search
- > Monitor behavior, audience engagement, and referral traffic
- > Capture more leads using cards and end screens
- > Optimize content to attract people who are interested in your have to offering

> Limitations:

- > Competitive environment — easy for your video to get drowned out by thousands of others
- > Mandatory ad-viewing
- > Cannibalize traffic to your website — youtube wants them to say where they are, not click links leading them your site

Industry Associations

- > **Started:** Varies
- > **Members:** Small
- > **Ownership:** Association
- > **Positioning:**
 - > Communication among members
 - > Networking
- > **Key Features:** member networking, interest groups



Industry Associations

> Best Uses:

- > **Direct interaction with target prospects and influencers**
- > **Referrals**
- > **Recruiting**
- > **Showcase expertise**

> Limitations:

- > **Limited users**
- > **May be dominated by suppliers**

Up Next

> Social Media Strategy

Free Download

Free Social Media Guide available to all webinar attendees today



Questions?

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Thank You

