

Web Content Rx
Social Networking and Web Content Experts

The Social Networking Initiative

Nine Steps to Social Networking Success

The business: WebContentRx.biz • The book: <http://webcontentrx.biz/webcontentrx/SocialNetworkingInitiative.com>

• *We make social networking simple.* •

Treat these steps as guidelines. They are designed to take you from question to information to decision. Social networking reduces the cost of attracting and retaining customers dramatically and allows you to market *only* to people interested in your products and services.

1. Goals are not Wants and Wishes. List the goals of your social networking campaign and verify that they are achievable. As one goal approaches completion have the next goal ready to implement.
2. Who Will Conduct Your Social Networking Campaign? If you hire someone to create your content, be sure to provide information on your company to your writer and approve the material before it is placed online. Remember, you are responsible for the material. If you give the job to an employee, also give the time and resources to carry out the work. You're in this for the long haul.
3. How to motivate your audience to tell you what they want? Ask, but ask smart. To motivate people to answer your questions, offer them a premium. For example, a free report, a discount coupon, entrance in a contest, a gift, or something else of unquestioned value for the time they spend responding to your query.
4. Determine what social media sites are best for your needs. Look for ways to distribute your social networking campaign into every niche. Visit the major social networking sites and determine which ones you like, will use, and will keep current. A blog requires writing, a micro-blog requires you to write tight headlines, video requires you to make, edit, and upload them. Choose site(s) that fit your needs and create your accounts. Remember, you are selling your social networking campaign for something more valuable than money.
5. Your Web Site is the Crown Jewel of Your Social Media Campaign. Bring your Web site is up to date and supports your social networking campaign by providing the pertinent information your audience is looking for. Integrate your site into your social networking campaign. Give you Web site our 30-second test here, <http://webcontentrx.biz/web-content-30second.htm>.
6. Create Your Content, Place it Online, and Implement Your Ongoing Content Creation Plan. Only create content of unquestioned value that your audience wants. There is no point spending time and dollars to create material that no one will view.

7. **Go Live and Tell the World.** E-mail your audience to notify them that your social media campaign is online. If you have an over-the-counter business, place signs in the store, include an insert in bags, put your online information on all company paperwork including business cards, invoices, and billing statements.
8. **Determining the Effectiveness of Your Social Networking Campaign.** Look for increased activity on your Web site. Have your Web master provide you data on where your visitors are coming from. Look for traffic from the social networking sites you are using.
9. **Offline activities to assist you in making your social networking campaign successful**
 - Attend conferences in your field and those of your audience.
 - Draw a picture of your social networking campaign to see how everything fits together.
 - Engage your employees in your social networking campaign. Publish a social networking policy that promotes the social networking your company by employees on company time.
 - Give a free seminar at your place of business and promote it online and with a press release.
Join Chambers of Commerce, networking groups, Toastmasters, and business groups.
 - Market to those who can refer business to you, or who will do business with you.
 - Newsletter. Send a newsletter to your audience at least four times per year. Personalize it with trivia, winter driving tips, a crossword puzzle, Windows and Mac tips, reports on new technologies, new products with links to independent reviews, gift ideas, etceteras. Don't use your newsletter for marketing, or selling. The operative word in newsletter - is news.
 - Publish articles in industry magazines, newsletters, and blogs.
 - Send hand written, and hand addressed, Christmas cards to your audience.
 - Speak at networking and industry events.
 - Subscribe to industry magazines, blogs, and newsletters. Send links on pertinent material to your audience. Don't throw away old print magazines, cut them up and send the articles to your audience.
 - Take every opportunity to get together with your customers, and potential customers.
 - Throw a party. Invite everybody. Have fun and make money.
 - Write Ten Terrific Tips and publish them on your blog, facebook, your Web site, Tweet them, and give them away at speaking events.

Do you need to create content? Consider our book, *Web Content Rx, A Quick and Handy Guide for Writers, Webmasters, eBayers, and Business People*. It's rated a Top 5 Business Title in the Leadership Books section of The Washington Post, sold worldwide, translated into other languages, marketed by Skillsoft 24x7, and sold in bookstores and universities. It was written for business people just like yours. [Read the first chapter here.](#)

Are you looking for a speaker? Please keep me in mind. I will make a presentation to your group on:

- social networking
- how to write for the Web, which includes, how to blog, how to get the most from Twitter
- or how to use social networking and the Web to find a job.