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## Business Update

### Social Media

#### A cheaper marketing approach that gets results

By now we are all familiar with social media networks like Facebook, Twitter, YouTube, Blogs and LinkedIn. Although many people have personal accounts on these networks, a lot of people are at a loss when it comes to utilizing the power of social media for marketing for their business. There are many reasons to use social media marketing including:

- very low cost;
- access to the huge audience that use it on a daily basis;
- the ability to easily integrate your marketing efforts;
- the value of optimizing your business online so that search engines rank it highly; and
- building strong customer relationships by being able to interact with them on a variety of issues.

So where do you start when organizing your social media marketing? The first step is pretty straight forward; sign up for the social media platforms you want to use. After signing up it is important that you work at growing your network. Join in on conversations, start your own conversations, offer some promotional material (a discount perhaps), import your current database into the social network, create a fan page on Facebook and add all employees and link your social media pages with your current marketing (put a link on your website, business cards, signage).

Help retain your current followers by adopting the 10, 10, 80 rule in your social media marketing.

- 10% of your posts and interactions should be entertaining material, like clever YouTube video forwards or interesting quotes etc.
- 10% can be outright business like a special discount for Facebook members or a reminder of the new products you have in stock; and
- 80% is personality content like commenting on the charities you support or uploading a picture of your footy tipping competition winner.

Personal content is anything that allows people to see your brand personality or culture. This 10, 10, 80 Rule allows you to create a relationship with your client and stay in front of them without annoying them and, if implemented correctly, will help in making your customers love your brand (We wish the same could be said for telemarketers!)

Frequency of updates really depends on the social media marketing you choose and the content of the updates, but most experts say a well rounded, interesting update once a week is enough to keep you in the consumer's mind.

“ACCOUNTANTS  
YOU CAN TALK  
TO...”

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