



Social Media for SMES

By @AliSabkar

06.02.2014

Social Media Club

Founded in 2006 in California, USA. Managed by a global board of directors.

Social Media Club is the largest non-profit trade organization for social media professionals. More than 350 chapters from 6 different continents.

Connecting media makers from around the world to promote media literacy, industry standards, ethical behavior and to share the lessons they have learned.



Social Media Club BOD



Social Media Club Initiatives



الدورة التدريبية
الشبابية الأولى
للماعين ومسائل الاعلام الاجتماعي



SOCIAL
MEDIA
CAMP



SOCIAL
MEDIA
CLUB

What is Social Media?

Social Media refers to the use of web-based and mobile technologies to turn communication into an interactive dialogue.





+1600 Social Media Networks Global



TOP Social Media Networks



Big 3 Social Media Networks Stats



+1.25 Billion users



+517,000 Bahraini users

+53 Million Arab Users



+500 million users



+250,000 Bahraini users

+15 Million Arab Users



+259 million users



+150,000 Bahraini users

+9 Million Arab Users

Social Media Platforms

**Social Media Platforms have been growing..
The impact of those platforms
has grown as well.**

**It's not merely about getting peoples attention
to your brand and making the sale.
It goes way beyond that.**

Social Media for Organizations

Social Media Does Not Work For Organizations...

**Without The Practical Knowledge,
Technology, Tools
And Know-How.**

“David Bullock, Co-Author - Barack2.0”

Social Media

- ▶ **66% of businesses plan to increase expenditures for social media.**

MediaPost Online Media Daily

- ▶ **65% of journalists turn to social media sites such as Facebook and LinkedIn, and 52% use Twitter as an information source.** *Cision and George Washington University's MBA for Strategic PR*

- ▶ **80% of companies use LinkedIn as their primary means of finding new employees.**

Socialnomics09



An infographic by Social Media
www.socialmediafrontiers.co.uk



What Content We Shared in 2013

1.7 Billion
Users



300 Billion Photos Uploaded



60 Million Hours of Video Uploaded



6.5 Million Hours of Audio Uploaded



2014 Social Media Trends



Selfies



Disposable Content



Content Contests



Collabrative
Sharing



Visual Stories

YOU DON'T NEED TO BE A BIG NAME BRAND WITH A SIX FIGURE MARKETING BUDGET TO MAKE SOCIAL MEDIA WORK.

In fact, recent research has shown that small businesses are more likely to succeed within the social media arena than their supposedly all-powerful, 'jump in feet first' corporate counterparts.



SOCIAL MEDIA PLAYS AN IMPORTANT ROLE IN ONLINE MARKETING AND IS AN IDEAL MEDIUM THROUGH WHICH YOUR SMALL TO MEDIUM ENTERPRISE CAN ACQUIRE, NURTURE AND INCREASE LEADS.

It also allows you to engage with your customer base, while expanding it through referrals and recommendations. Big business tends not to 'get it', preferring a bull in a china shop approach and **forgetting the key word in all of this: social.**



BUILDING CUSTOMER RELATIONSHIPS

Not only will you find many of your existing customers are already participating in social media, but they'll also be talking about your products or services.

A WHOPPING GREAT 43% OF ONLINE CONSUMERS ARE 'LIKING' OR FOLLOWING THE BRANDS THEY USE ON SOCIAL NETWORKS.

This gives your team a great opportunity to actively engage with your market, announce offers and address grievances. Big companies can't respond to individuals in the same way, even with an enormous customer services department.





ADAPTING AND IMPROVING

Once engaged with an audience, the feedback you receive can be a valuable tool in helping to develop your products and services. Social media isn't a one-way street and uncovering the suggestions your customers are making has never been so easy.

Acting upon ideas that the conversation throws up demonstrates your willingness to listen, strengthening your position within the market and ultimately improving your brand.

With **87.3%** of UK consumers reading online reviews before making a purchase, your interactions within the social media landscape can help to ensure that your reviews are always good.

The hulking great corporations can't react to feedback as quickly or nimbly as you can.

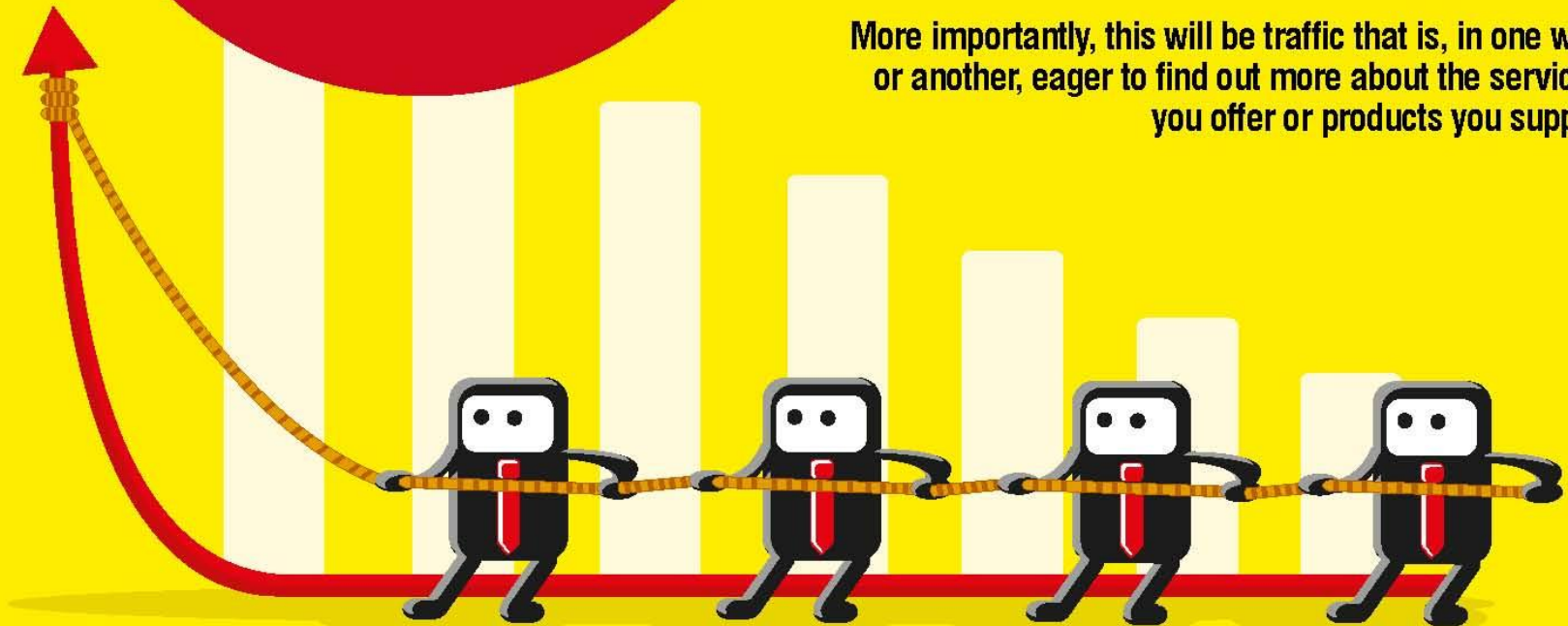
BUSINESSES WITH 300 TO 1,000 FOLLOWERS ON TWITTER

**ARE GETTING FIVE TIMES MORE
SITE VISITS THAN THOSE WITH
FEWER THAN 25.**

INCREASING WEB TRAFFIC

Become a hub for those whose interests lie in your particular offering and area of expertise. Providing relevant and killer content through blogging and tweets etc will spread your name far and wide and dramatically increase the level of traffic to your website.

More importantly, this will be traffic that is, in one way or another, eager to find out more about the services you offer or products you supply.





WINNING NEW CUSTOMERS

The result of all this buzz that social media is creating around your brand is more leads which, if effectively nurtured through **the application of inbound marketing techniques**, will result in greater revenue.

UK companies that successfully gained new customers through social networking rose to

41% IN 2011, 8% UP FROM THE PREVIOUS YEAR'S FIGURE. GLOBALLY THE FIGURE HAS SEEN A 7% RISE FOR THE SAME PERIOD.

KEEPING UP WITH THE JONESES

With 40% of UK SMEs using social media to market their business,

chances are your competition is already engaged in social media online marketing and improving their web traffic, SERPs and lead generation. This is as good an incentive as any to do it bigger and better than them. It is also an excellent way to keep abreast of your competitors' activities as well as the market in general.

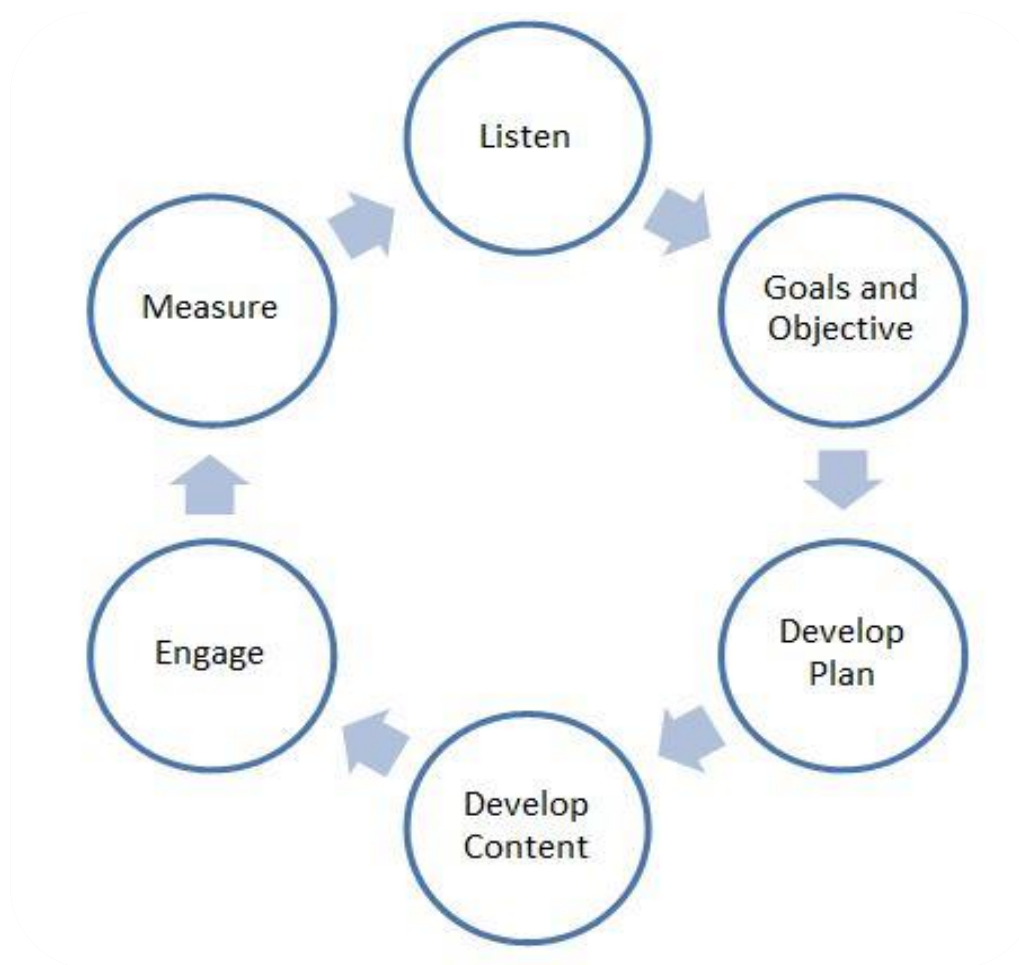
So don't get left behind. Make sure you "get it" and become another of the SME social media success stories.

Power of Social Media

- ✓ **Affordable**
- ✓ **Manageable**
- ✓ **Effective**
- ✓ **Mobile**

You can not only gain the attention of your audience but you can keep them coming back for more!

Social Media Strategy



Social Media Engagement



**SOCIAL
MEDIA
CLUB**

If you get it, share it

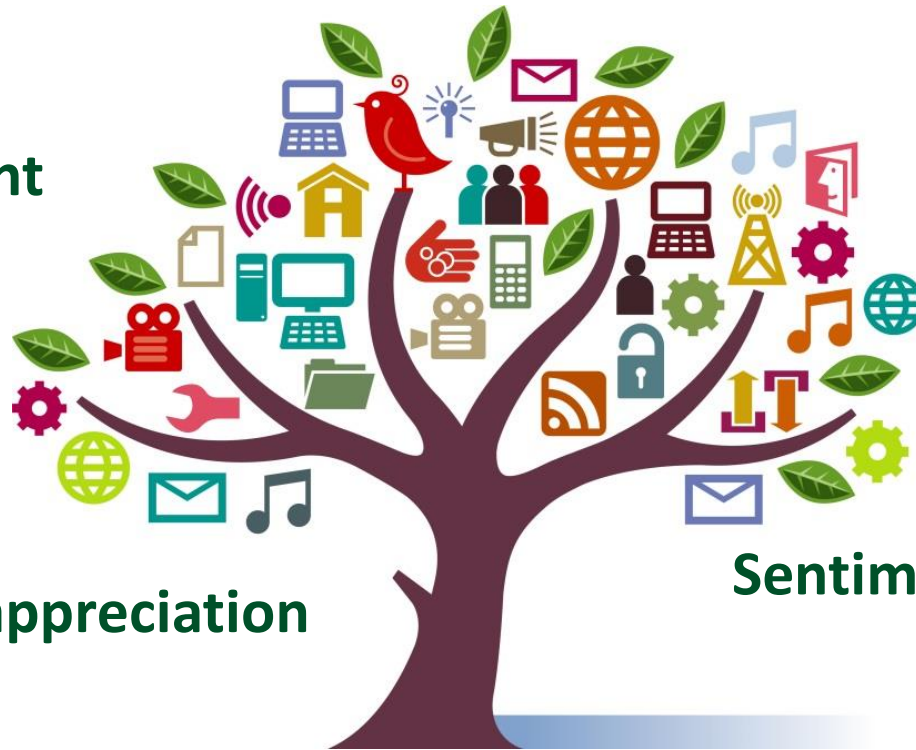
Social Media KPIs

Rate of Engagement

Number of Fans / Followers

Sharing or content amplification

Direct Reach



Likes or content appreciation

Sentiments

Audience Size: 514.8K Facebook users - MAU

live in Bahrain,

Certified Stats

Overview

Locations

Engagement

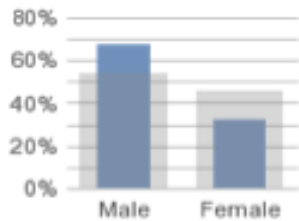
Page Likes

Hashtag

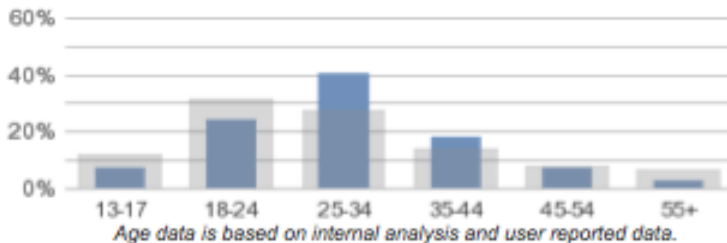
Updated 09/26/13 [?]

Defined Audience All Facebook

GENDER



AGE Audience Average = 30 Facebook Average = 30



RELATIONSHIP STATUS



↑ 1.2x ↓ 0.7x
↓ 0.6x ↓ 0.8x ↑ 1.5x ↑ 1.3x ↓ 0.9x ↓ 0.4x
↑ 1.1x ↑ 1.2x ↓ 0.5x ↓ 0.7x

FRIENDS

Median

77

All Facebook = 139

PAGE LIKES

Median

10

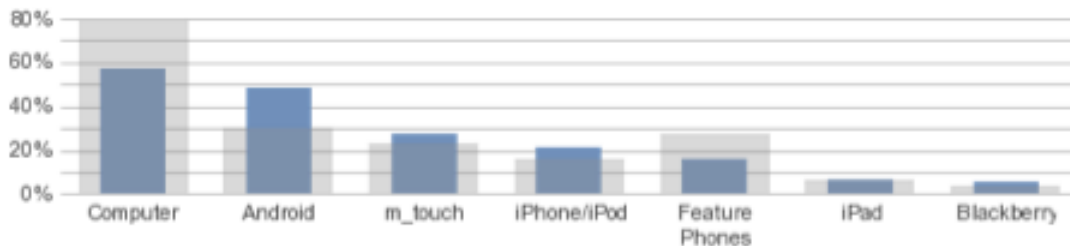
All Facebook = 13

ACCESS METHOD



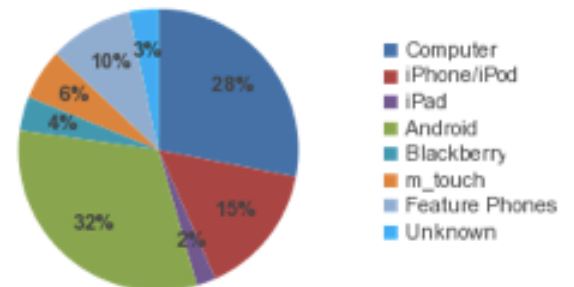
↓ 0.6x ↓ 0.8x ↓ 0.8x ↓ 0.6x ↑ 2.0x

INTERFACE USAGE



↓ 0.7x ↑ 1.6x ↑ 1.2x ↑ 1.4x ↓ 0.6x ↑ 1.1x ↑ 1.4x

PRIMARY INTERFACE



Audience Size: 514.8K Facebook users - MAU

live in Bahrain,

[Certified Stats](#)

[Overview](#)

[Locations](#)

[Engagement](#)


[Page Likes](#)

[Hashtag](#)

Updated 09/26/13 [?]

Engagement in Last 30 Days

 **4.2M**
Photo Uploads

  **0.9x** ?



 **75.9M**
Messages

  **1.1x** ?



 **1M**
Status Updates

  **0.5x** ?



 **691.3K**
Wall Posts

  **0.5x** ?

 **11.4M**
Comments

  **0.8x** ?



 **64M**
Likes

  **1.1x** ?

 **47.0K**
Video Uploads

  **1.7x** ?

 **22.7K**
Check-ins

  **0.5x** ?



Ali A. Sabkar

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View Profile

Networks

Twitter

Facebook

Google+

LinkedIn

Foursquare

Instagram

Klout

Connect More Networks

Topics

Social Media 2-K

Bahrain 1-K

90-Day Score History | Network Breakdown

Last updated 12/27/2013



70.07 90-Day Low 2.48 1-Day Change 76.85 90-Day High

Score Activity

Recency | Score Impact



Yesterday • View on Twitter
نواف العطوي | إيجابي engaged with the update you shared on Twitter

Score Impact: 4/5



Dec 26 • View on Twitter
Muna AbuSulayman mentioned you in a post on Twitter

Score Impact: 3/5



Dec 26 • View on Facebook
Khaled Elahmad tagged you in an update on Facebook

Score Impact: 5/5



Dec 26 • View on Twitter
Londoner engaged with the update you shared on Twitter

Score Impact: 4/5

ADD FRIENDS



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View Profile

Networks

Twitter

Facebook

Google+

LinkedIn

Foursquare

Instagram

Klout

Connect More Networks

Topics

Social Media 2-K

Bahrain 1-K

90-Day Score History | Network Breakdown

Last updated 12/27/2013



- Google+: 1%
- Facebook: 43%
- Twitter: 43%
- LinkedIn: 2%
- Instagram: 10%

Score Activity

Recency | Score Impact



Yesterday • View on Twitter
نواف العطوي | إيجابي engaged with the update you shared on Twitter



Dec 26 • View on Twitter
Muna AbuSulayman mentioned you in a post on Twitter



Dec 26 • View on Facebook
Khaled Elahmad tagged you in an update on Facebook



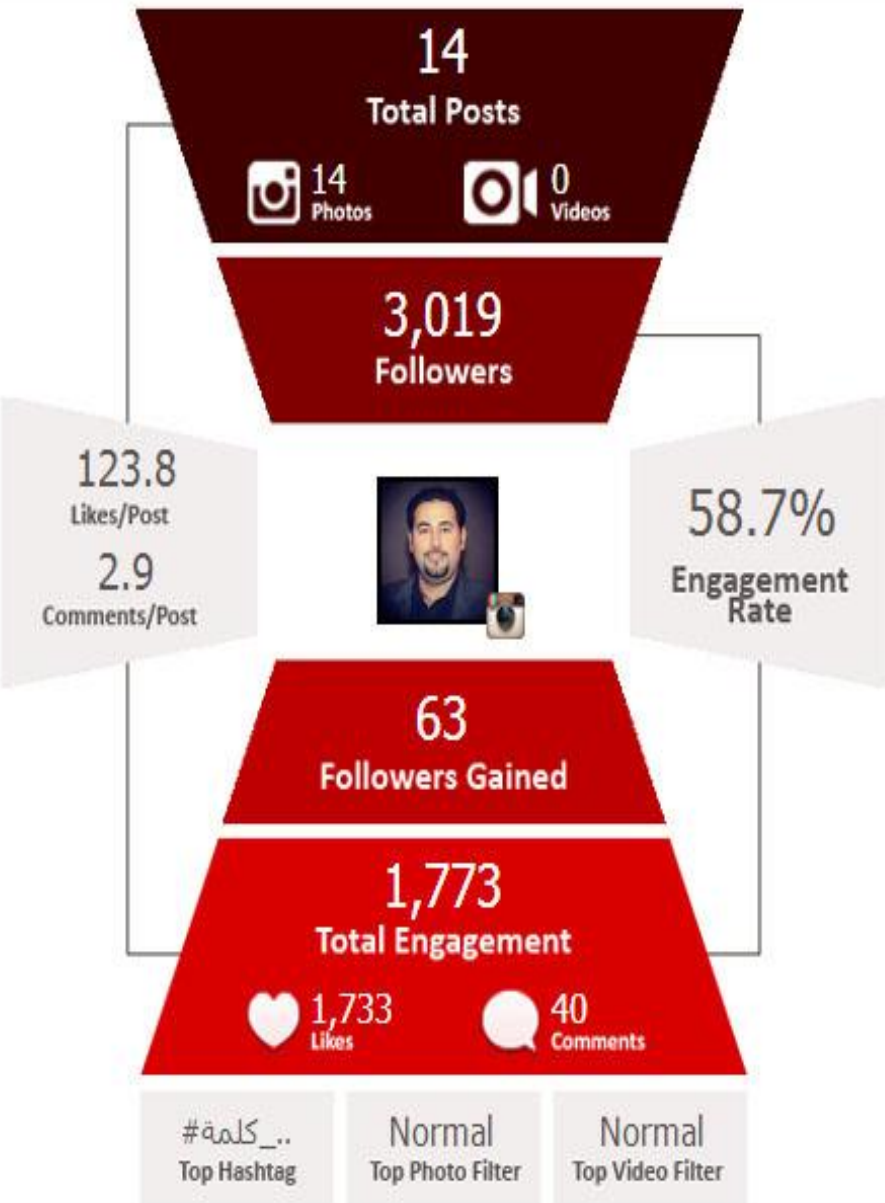
Dec 26 • View on Twitter
Londoner engaged with the update you shared on Twitter



ADD FRIENDS

ENGAGEMENT

INSTAGRAM ENGAGEMENT HOURGLASS FOR THIS TIME PERIOD

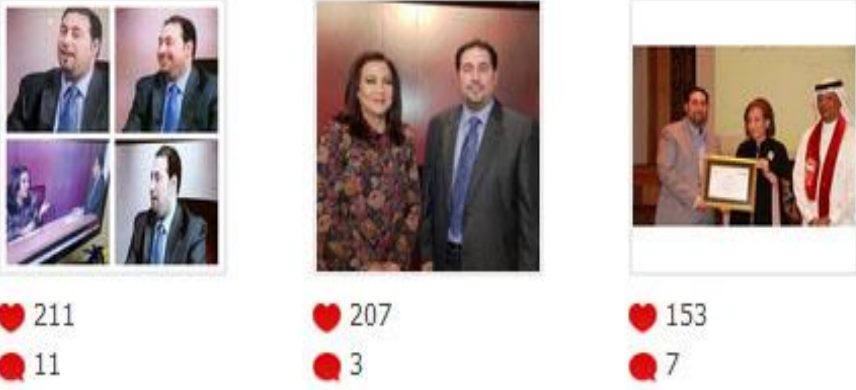


CONTENT

THE PERFORMANCE OF CONTENT FOR THIS TIME PERIOD

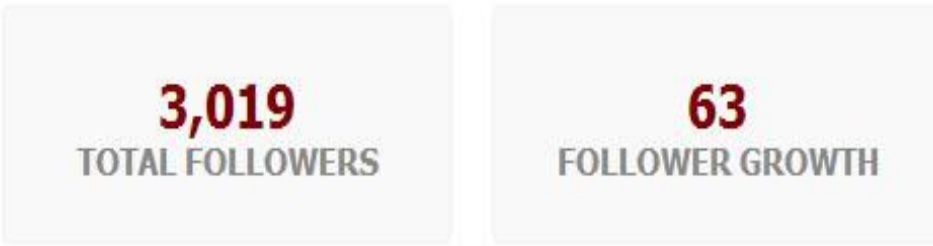


TOP POSTS BY ENGAGEMENT



FOLLOWERS

THE NUMBER OF INSTAGRAM FOLLOWERS AND CHANGE IN FOLLOWERS



Saudi Arabia: 102 (2.7%) United Kingdom: 89 (2.3%)

LOCATIONS

This is a tagcloud showing the location of your followers, useful for targeting and locating new markets.



BIO TAGCLOUD

Use these TagClouds to discover the interests of your community. This information is crucial to creating personalised and effective engagement with your community.



YOUR FOLLOWERS TALK ABOUT

The TagCloud below enables you to discover the interests of your community i.e. what they have been tweeting about. This information is crucial to creating personalised and effective engagement with your community.



YOUR FOLLOWERS TOP HASHTAGS

The TagCloud below enables you to discover the different interests of your community i.e. what top hashtags they have been tweeting about. This information is crucial and can be used to create personalised tweets that effectively engage your community.



YOUR FOLLOWERS SHARE LINKS ABOUT

The TagCloud below shows you what your community has been sharing links about i.e. what they are interested in. This information is crucial to creating personalised and effective engagement with your community.



Social Media Platforms

The internet has revolutionized the way individuals and businesses operate and social media is fast proving its importance as the next evolutionary platform in this virtual landscape.

Marketing

Harnessing the power of social media

By Caroline Firstbrook and Robert Wollan

Companies that actively experiment with social media in their business processes will transform their relationships with customers and create value in unforeseen ways.

Social Media

Social Media is tearing down the walls that keep us apart and changing the rules that have kept us from being human inside our companies.

Success in this next era, the network age, the social age, the knowledge age requires you to change your everything: *Attitude, Perspective, Philosophy, Understanding, & Skillset.*

Chris Heuer,
Co-Founder – Social Media Club

If you get it, share it
