

An Intersoft Group White Paper

Sure Everyone is Doing It, But Did You Do These 8 Things Before Launching Your Social Media Blitz?

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Pre Social Media Checklist

While social media can be used by companies who don't even have a web site or who don't even let their customers buy online, it is best used when you have a solid web site foundation. If you are in the business of selling products, combining social media with an online storefront is powerful!

Social Media will take some time to do and if you are going to invest the time, you should make sure your foundation is solid. So, here is a checklist to get you started:

- Make sure your web site is engaging and fresh (after all this is where you are most likely sending folks to!)
- Decide whether you are going to sell online or not
- Ensure your site is search engine friendly
- Ensure you have the ability to update your site
- Does your site support Google analytics?
- If you haven't done email marketing, do it first. I mean it.
- Set up a blog and embed it in your site (have it on your domain)
- Do a You Tube video

Make Sure Your Site is Engaging and Fresh

Once you have completed this process, you can move on to social media. Really I'm not kidding here.

Why am I making you finish all this? Social media is what, in the old days, we called word of mouth. Only, in the old days, the only way to do this was to tell someone your name and maybe give them your phone number. Today, people may still give out your name, but more likely, they give out your web site address. Either way, their first destination is usually what we call an "eProperty".

An "eProperty", can be your web site, your blog, your Facebook fan page or a whole host of other web based destinations. So, you must make sure that your web site is engaging and fresh. After all, it will most likely be the first impression people get of you and/or your business.

The most important concept to keep in mind is that content, more importantly RELEVANT or ENGAGING CONTENT, is what drives social media. So, you really need some content to put into these tools. If you are going to share and connect with people, it's good to be able to actually provide them with information of value to them.

Decide If You Are Going To Sell Online

Depending on your business you'll want to make this choice as soon as you can. Social media can play a big part in selling products. The answer to this question will direct the type of social media campaign you launch. My advice is, if you can sell something, even if it is blocks of time; sell it on your site.

Ensure Your Site is Search Engine Friendly

Social media will be a vibrant and important part of your business. But you still need to pay attention to certain basic concepts. You want to make sure that your site is search engine friendly and is easily indexed by the search engines.

This means that you have meta-tags (title, description, even keywords) on all your pages. If you have a dynamic, database driven site, make sure your site includes URL Re-writer technology. Don't be afraid of writing. The search engines "read" words, not pictures, so have well written content on all you main pages.

There are many additional items you'll want to make sure of, but pay some attention here first.

Ensure You Have Ability to Update Your Site

We talked earlier about content. Particularly *fresh* content. If you have to call your web developer every time you need to update your site, either to add new products or change/add your meta-tags, you will soon wish you had a money tree.

Keeping your site fresh is not only important to the search engines, but for social media as well. If your site rarely changes, or perhaps is not able to capitalize on current events quickly and easily, your social

media “posse” may not find much reason to come back to your site or continue to taut your praises.

Google Analytics

It’s very important to track and measure your site’s performance. You need to know what keywords people are typing into the search engines, what pages they seem to visit the most, and how many visits you actually get.

There are many tools out there for tacking your metrics, but Google Analytics is free and pretty powerful. And if you are selling online and participate in Google Adwords (pay per click), go a step further and make sure your online store integrated to Google eCommerce Tracking as well.

Email Marketing

Email marketing is the best thing to use to drive immediate sales. Make sure you have tactics in place to collect valid email addresses from your customers and prospective customers. Then make sure you have a true email marketing software solution to manage and run your campaigns. Just emailing to even 100 people, using Outlook or Hotmail, is not a good idea.

Why email marketing? It can be personalized, it’s immediate, it’s one to one and it can drive people back to your online store or even to print out a coupon and visit your store in person.

Some tips:

- keep it short
- give them some free information (don’t make it too much about the sale)
- showcase some product with a sale price, linked directly back to your site for purchasing

Blogs

Blogs are the best thing to use to help position yourself in the search engines as well as create fresh content on your site (you'll want to make sure you can embed the blog on your site). One of the systems we like best is Wordpress.com. It's free and simple to set up.

So go on, get blogging! You'll find that the content you place in your blog is excellent content to use in your social media campaigns. Linking back to your current blog post is an effective and yet simple way to stay in front of your "posse".

You Tube

What a great way to showcase your personality and store brand. It's like shooting a commercial, only better. Use it to put up short how to videos, product demonstrations, training videos, or even clips from an event you put on. It is a great way to stay connected and like a blog, provides great content to share with your customers and friends.

In summary, social media takes some time to get going and for your ROI to be realized. So, frankly, you'll to complete the checklist above (at least pay some attention to it) before jumping in.

Don't be worried if you already set up your social media accounts and started playing. That's ok. Just make sure the house is in order before you start inviting people over!



A About xSellit eCommerce Storefronts

Our company, The Intersoft Group, has been offering powerful eCommerce solutions since 1992. We got tired of hearing the horror stories from people who had a hard time getting their business online because they couldn't get the support they were promised or the eCommerce software that they could tailor to their business as their online business grew.

So we put our programming and graphic skills together and came up with a superior eCommerce online storefront. With our flexible design, we can offer you a turnkey eCommerce solution that will have you selling online in no time! We'll provide you with the best eCommerce solution you can find anywhere. And no programming or complex setup is required on your part.

And besides all the features that are packed into xSellit Storefronts, our software is the **ONLY** one on the market that harnesses the power of *Sales Generating Technology*. This technology allows xSellit Merchants to sell **MORE** online...**MORE** often!

Our company prides itself on being your eCommerce partner and guiding you through your eCommerce journey. Our team is with there for you every step of the way.

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