



**ENGAGE**

**Interactive Media**

**Social Media Consulting Program**

**Vic Bosak, Digital Media Manager**  
**[vbosak@eastbaynewspapers.com](mailto:vbosak@eastbaynewspapers.com)**

## Developing the Program

EastBay  
NEWSPAPERS

ENGAGE  
Interactive Media

- Need for further education established after several client meetings
- Researched similar business models, and the industry in general (articles on Mashable, Social Media Examiner, etc.) to develop an offering
- Researched rates of competitive companies to determine a price-point
- Realized opportunity to generate new revenue and provide additional value to our clients
- Began offering FREE weekly “Intro to Social Media” seminars (1 hour)



## Business Targets

EastBay  
NEWSPAPERS

ENGAGE  
Interactive Media

While every business could benefit from a Social Media presence, there are some business models that will see higher engagement from consumers than others, based on content they can provide.

### Some good examples:

- Entertainment venues
- Bars / restaurants
- Spas / salons
- Retail / clothing stores
- News / community organizations
- Sports / fitness / health organizations

### Some bad examples:

- Accountants
- Lawyers
- Mechanics
- Dry cleaners

## Facts to Gain Interest

EastBay  
NEWSPAPERS

ENGAGE  
Interactive Media

- The average American spends 6+ hours per day on social networking sites\*\*
- 93% of consumers believe a brand should have a social media presence\*\*\*

*\*\*Cone, Inc., 2008*

*\*\*\*Nielsen, January 2010*



## Our Program Goal

EastBay  
NEWSPAPERS

ENGAGE  
Interactive Media

To help local businesses solve the social media puzzle.



## 2011 Social Media Marketing Industry Report:

- **90% of marketers indicate that social media is important for their business**
- **Majority of marketers (58%) are using social media for 6 hours or more each week, and more than a third (34%) invest 11 or more hours weekly**
- **Number-one advantage of social media marketing is generating more business exposure, as indicated by 88% of marketers**
- **Increased traffic (72%) and improved search rankings (62%) were also major advantages**

## Reinforcing Their Need

EastBay  
NEWSPAPERS

ENGAGE  
Interactive Media

- **Lack of presence and / or an ineffective communication strategy means lost connections to new and existing customers**
- **Increased interaction across other channels can lead to business / brand loyalty**
- **Social media encourages Word-Of-Mouth recommendations between consumers—most powerful**

## Objectives Discussed



- ✓ To gain insight on consumers
- ✓ Increase traffic to website via social media channels
  - ✓ Improve search engine rankings
- ✓ Increase overall leads to business, and in turn sales
- ✓ Build relationships with customers—**ENGAGEMENT**
  - ✓ Build brand reputation online
  - ✓ **INCREASE WORD-OF-MOUTH**



## Initial: Social Media Audit

EastBay  
NEWSPAPERS

ENGAGE  
Interactive Media

### Outline Of Your Brand's Social Media Footprint

- Facebook / Twitter account evaluations (if applicable)
- Evaluations of Yelp, Foursquare, and YouTube statuses
- Social media integration into company website

### Evaluation Of Your Competitors' Social Media Efforts

- Facebook fan count / page content evaluation
- Twitter followers, Tweet count, and days-live status
- Facebook / Twitter market share breakdown
- Whose voice is more powerful, what got them followers
- Foursquare and Yelp check-ins and reviews
- YouTube video content

### Business Information & Media Collection

### Set-Ups Of Facebook, Twitter, Foursquare, Yelp, and YouTube

facebook.

twitter

foursquare

yelp.\*

You Tube

# Sample Analysis Report

This initial / sample report consisted of:

- Facebook page critique
- Facebook page change-suggestions
- Twitter account analysis
- Foursquare analysis / suggestions
- Yelp analysis / suggestions
- YouTube analysis / suggestions
- List of next steps

Alayne White Spa – Social Media Analysis

Alayne White Spa – Social Media Analysis

Alayne White Spa – Social Media Analysis

Alayne White Spa – Social Media Analysis


Alayne White Spa – Social Media Analysis

**FACEBOOK**


Alayne White Spa has an established Facebook page, set-up to represent both the Bristol and Providence, locations. The page currently has **920 fans**, integrates in photos, and has a detailed description of the business and its hours of operations.

**SUGGESTION 1: PROFILE PHOTO REMODEL**

Many businesses aren't aware that the maximum image size allowed for a Facebook Fan Page is 180 pixels by 540 pixels. This gives the page the ability to have a large, eye-catching and appealing image that can integrate in the company logo, contact information, and even photos of the business. Below is a screen grab of what Alayne White Spa is currently using, and outlines the space that is actually available.



Here are some mock-ups, of suggested changes:



**230 Thomas St., Bristol**  
**140 Ellingwood Ave., Providence**

9:00am - 4:00pm  
401.734.1772

9:00am - 4:00pm  
401.734.1772

Call today to book an appointment!

Vic Bosak, Social Media Consultant (617) 396-7082



