

5 SMART STEPS



Ignore or misuse social media and you'll miss new business, cost savings and trackable results.

Social media is SEO much more than idle chatter

When using social media to grow your business there's a new twist on the popular phrase: The BEST advertising is...Word of Maus!

Word of Maus uses social media like blogs, Twitter and Facebook to drive Search Engine Optimization (SEO) to connect with current customers and attract new ones.

Combining time-tested marketing and advertising principles with the strategic use of social media will produce measurable results. How can we be sure? We do it every day at Word of Maus!

Susan Maus, founder and president, Word of Maus, creates a marketing focus that drives search engine results. Her proven strategies use social media to help small and mid-sized companies qualify prospects, funnel leads and convert sales.

Winner of numerous national awards in marketing and communications, Susan shares her "Word of Maus" approach through one-to-one work with clients, consulting, seminars and workshops.

Her focus is quantifiable business results using:

- ▶ Effective marketing strategies
- ▶ Social Media (Blogs, LinkedIn, Facebook, Twitter and more)
- ▶ Search Engine Optimization
- ▶ E-mail marketing



I hear YouTube, Twitter and Facebook are merging to form a super Social Media site: YouTwitFace.

Conan O'Brien



Social Media

It's not your mother's marketing strategy

Social media can be an efficient, cost effective and measurable way to build your business – when it's used properly and wisely. Integrating social media into your overall marketing strategy allows you to:

- ▶ Attract new customers
- ▶ Increase sales among current customers
- ▶ Retain existing clients
- ▶ Test market new products or ideas
- ▶ Measure results of marketing activities

Like traditional marketing and communications, social media is used to inform, update, persuade, and sell. Unlike traditional marketing and communications, it is low cost,

adapts easily to changing business conditions, is measurable and offers direct interaction with prospects and customers.

Think using social media such as a Blog, Twitter or Facebook is as simple as chatting about your latest business success?

Think again!

Ignore or misuse social media and you'll miss out on new business, cost savings and trackable results. When social media is properly used in a focused way it can drive Search Engine Optimization (SEO), identify better quality prospects, nurture and convert leads and **GROW YOUR BUSINESS**.

SEO...what's that? Search engine optimization is the use of various techniques to improve a website's ranking in the search engines and, thus, attract more visitors.

Organic, or natural SEO, improves your site's visibility to search engines

Search engine rank refers to the position in which a site appears as a result of a keyword search. A site is said to have a high ranking when it appears at or near the top of the list of results. Fortunately, search engine rankings are fluid and can be improved by reviewing, analyzing, and adjusting your content.

The focus of this workbook is “organic” also known as natural or unpaid SEO. This improves the amount of quality of traffic from search engines – as opposed to search engine marketing (SEM) or pay per click (PPC) which pays for placement.

Whether you're new to the social media scene or want to make your time spent tweeting and blogging result in a bigger payout for you and your business, this interactive workbook will take you through the five SMART steps to for using social media for SEO. Use this workbook as an investment in your future. Take notes and write down your answers to the various questions to help you build business and reduce cost.

In case I haven't yet convinced you of the necessity of using social media as a successful marketing tool, let's start with the 5 Dangers of Ignoring Social Media.

If you make customers unhappy in the physical world, they might each tell 6 friends. If you make customers unhappy on the Internet, they can each tell 6,000 friends.

Jeff Bezos, CEO amazon.com

Danger 1: Bypassing the Blog

A blog plays a crucial role in driving your search engine results.

Research shows that more than 80% of buyers begin their purchasing process with a web search. Proper optimization of your website (of which your blog should play a major role) means that your pages will appear close to the top of the first page of search engine results.

A blog is a good starting point for social media neophytes because it:

- ▶ Provides a process for getting started and staying on track
- ▶ Makes it easy to add content
- ▶ Offers built-in SEO tools

Hey, it's OK to admit that you're a social media neophyte! By the time you complete this workbook you'll be really SMART!

SEO + Social Media

Search is about figuring out what people are looking for when they enter keywords into their favorite search engine.

Social media is what people are actually saying to each other; they're telling us what they're looking for. We, as marketers, should be able to fit it all together pretty nicely.

Norm Elrod
joblessandless.com



Activity: Are you working the web?

Review your website then answer these questions

What web-related tools are you using to keep your business viable? Examples are a blog; meta data such as page titles, descriptions, and keywords; videos; podcasts; links to your social media profiles.

Do you blog? If yes, what are the 3 most read posts? If not, what's keeping you from blogging?

What's currently drawing clients/customers to your website? Hint: Most web hosts provide basic statistics on the number of times a page is viewed. If your site already has the Google analytics installed, this will be easy!

What do you need to help you overcome your blogging challenges?

Activity:

Is your money working for you?

Review your marketing budget.

Danger 2: Failure to Funnel

Traditional forms of advertising such as direct mail, trade publications, newspaper, billboard and broadcast are costly to produce, hard to measure and difficult to adjust to changing business conditions. Conversely, social media and search engine optimization have low production costs, are easy to measure and can be adjusted according to changing business goals.

How much money have you spent on TRADITIONAL advertising in the past year?

How much money have you spent on SOCIAL MEDIA in the past year?

How did you measure your (ROI)? What was your ROI?

How did you measure your Return on Investment (ROI)? What was your ROI?

Which forms of social media do you think best fit the interests of your customers? Your prospects?

Hint: Generally speaking, people under 35 years old tend to prefer social media that allows for more give-and-take such as commenting on blog posts and groups where information is shared as a community resource. Those over 35 enjoy the convenience of optimized information that is easy to find with a Google search and fewer bells and whistles that may provide technical roadblocks.

Activity: How do you rank?

Rate your web search results. Enter the name of your business into your favorite search engine (Google, Yahoo or Bing).

Danger 3: Repulsive Results

Competitors swamp search engine results, always landing near the top of the first page, while your company is nowhere to be found. This produces discouraging results and limits your marketing capabilities.

Where does your business appear in the search engine results? Do you see it on the first page? The first 3 pages? Record the page number and the page rank (the position that it shows up in the listing).

How do top ranking websites differ from yours?

Hint: Want to see some of what search engines use to rank web pages and blogs? Click on the link to the top ranked website in the list. Click “VIEW” in the top area of your browser. Select **PAGE SOURCE**. Voila...the actual computer code!

Scroll down the page until you see <meta>. Study the Title, Description, and Keywords and see how this site differs from yours.

What keywords do you see that might affect search results?

How might you incorporate some of top ranked website techniques to improve your ranking?

Activity:

Have you visited your analyst lately?

Danger 4: Excessive Expenditures

Why spend money on traditional, more expensive advertising tools that can't be easily tracked, when social media tools are free and easy to measure?

In the past, measuring the results of traditional advertising such as trade publications, direct mail and trade shows was cumbersome.

Today, by funneling your leads through digital marketing (such as SEO, landing pages, web analytics) tracking is automated and accurate.

Speaking of accuracy...did you know that there are tools to track the movements of every visitor to your website? This includes each visitors':

- ▶ City and state
- ▶ Browser
- ▶ Connection speed

But most important, you can see:

- ▶ Search engines visitors used to find you
- ▶ Keywords used to reach your site
- ▶ Links from websites, blogs, tweets, facebook pages
- ▶ Pages visitors looked at on your site

Understanding this data helps you understand your customers, qualify prospects and leads, get more business out of existing customers and SEO much more.

Results can be tied to business goals then measured quickly and accurately. Marketing can be modified easily at little expense. All of this helps keep costs in check and improve your marketing ROI.

When was the last time you reviewed your web analytics?

What were the results?

How do these analytics compare to any results you have tracked from more traditional marketing methods?

Activity:

Minimize your budget by maximizing SEO

Danger 5: Ignoring Integration

To grow your business and improve your search engine ranking, you need to integrate social media into your business marketing plan. When you take this holistic approach each marketing objective has a business purpose AND a measurable result.

Make a list of things you can do to incorporate social media into your marketing strategy. Include how you will tie your social media/marketing goals to your business goals.

Do you think you are maximizing your marketing budget?

If yes, list how you are doing this.

Is social media currently part of your marketing plan?

If not, what might you be missing?

5 SMART STEPS

Focus your energies and clear a path for driving your marketing, communication and SEO with social media.



Using social media for marketing and search engine optimization

From the Author...

Don't allow yourself to become overwhelmed by the ever-expanding collection of social media tools available. This workbook will help you sort things out, focus your energies and clear a path for driving your marketing, communications and SEO with social media.

To help direct your energy and focus, I have developed 5 SMART Steps for improving your online marketing.

S ET GOALS

M ANAGE STRATEGY

A SSESS TOOLS

R EPURPOSE CONTENT

T ENACIOUSLY REVIEW, REVISE, REPEAT



No matter what your product is you are ultimately in the education business.

Robert G Allen, The One Minute Millionaire



Step 1 Set Goals

Setting business goals may seem like a daunting task, but for this purpose, keep it super simple. You don't need a detailed, bank-worthy business plan, you just need some concrete business goals.

For a more detailed answer to the question of whether a business plan is necessary check out smallbusiness.com.

Or consider this: A study by Babson College found no statistical difference in success between those businesses started with formal written plans and those without them.

According to the study's findings, "unless you need to raise external startup capital from institutional sources or business angels, you do not need to write a formal business plan."

So, don't let the lack of a formal business plan stop you. Every journey, epic or otherwise, begins with a single step!

Food for Business Thought

▶ More than 80% of the 300 small business owners surveyed in the 2010 Staples National Small Business Survey said that they don't keep track of their [business goals](#), and 77% have yet to achieve their vision for their company.

▶ Business goals are as diverse as the people who establish them. Some are no-brainers, such as "win enough clients to pay the rent and my salary." Goals are measuring sticks; but on these sticks, we get to draw the dividing marks. ([SCORE](#))

Activity: Ready, set, goal!

Identify business objectives, find a way to measure progress and analyze the results.

List your overall business goals. These goals should include a way to measure, area to target and a timeline. (Example: 12 more customers in Q1; 15% increase in revenue.):

Measurable marketing and communication goals (Example: Add 100 new names to your e-mail marketing list this month; increase new visitors to your blog or website by 30% in Q2.):

Identify resources available to you and any additional resources you'll need to reach your goals (Example: Web designer, writer, SEO expert, marketing, IT):

Plan for implementing, measuring and analyzing results (Example: Assign staff responsibilities; identify tracking tools such as Google analytics, RSS feed, etc.):

Review the goals you have just created. Do any of your goals need to be adjusted, deleted? Is anything missing?

Step 2

Manage Strategy

So far you've identified your business goals, now it's time to devise the strategies to execute these goals.

As you move through the 5 SMART Steps, you'll learn the value of spending time up front figuring out the most efficient and effective use of your resources for managing your strategy.

In his article, "Meet S.A.M.- a 3-part process of social media," Dr. Maurice A. Ramirez, describes this three-part process as Strategy Planning, Authorship and Mechanics. Let's take a look at what's involved with strategic planning.

Strategic planning requires 20% to 30% percent of your time each week to properly determine where best to conduct online social networking and social media marketing efforts.

If resources allow, delegate this task to a consultant or a highly trained team member to save you time.

Well my market strategy was to put together a magazine that I myself would enjoy as a reader. I edited the magazine for myself. It was a handbook for the urban male.

Hugh Hefner

Overview

Identifying and managing your social media strategy can be broken down into 4 easy steps:

- ▶ Aim – What are you trying to accomplish?
- ▶ Create content – What to do you have to say?
- ▶ Assign tasks – Who will do what?
- ▶ Do – Review, adjust, repeat!

Doing Social

Media

What's required is a kind of Social Media sherpa, who can find you the audience you seek, who can reach out to them on the platforms where they are already congregating, and who can help promote in tasteful ways that fit the sensitivities of the networks where your audiences are found.

Chris Brogan



Activity: Take aim

Develop your plan for how you will reach your business goals.

Describe your target market/audience.

Example: Mid-career professionals with \$75,000+ to invest in a new business; college students who want flexible part-time employment; Wisconsin residents interested in organic gardening.

Your turn: Describe your target market/audience:

What tools will you use to measure your social media efforts?

How often will you review your content?

Who in your company will evaluate the content and SEO results to maximize recruitment of new customers and retain current customers?

Once the evaluation is completed, who will be responsible for adjusting your strategy to achieve maximum results?

Activity: Create your content

Develop your plan for how you will reach your business goals.

Now that you've planned your approach, you are ready to create, or author, content. About 10% of the time you'll spend on social media marketing each week should be dedicated to content creation.

Some tips: Be authentic. Tell your story in your own words. Use "speech to text" software to create your content to record your thoughts and turn them into text. Then, turn your content over to a writer to polish it for clarity and search engine visibility.

Who will write your social media content such as blog posts, tweets or manage your Facebook page?

How will you ensure there is a bank of authentically authored articles to post?

Which topics will you focus on to get results from your online marketing?

Which topics will you focus on to help:

1) Educate existing customers

2) Attract new visitors

3) Retain frequent visitors

Activity: Assign tasks

Chart your approach for using social networks to reach your audience.

	Assess Needs	Choose tools	Set up accounts	Identify Purpose	Brainstorm Content	Schedule/Post Content
Person(s) Responsible						
Date Due/ Frequency						

Activity: What's my line?

Mechanics account for 60% of time spent on social media.

The mechanics of posting material, editing, packaging and repurposing content are the most time-consuming (about 60% of your time per week), but these tasks are easily delegated.

Mechanics include posting material on blogs, Facebook and Twitter; reviewing and responding to comments and questions; and locating new customer contacts.

As part of the mechanics, it's important to maintain a bank of authentically authored content. Then that content is readily available for posting in the appropriate place.

Who on your team has the knowledge to post on your behalf on social media networks?

Who will be responsible for editing, reviewing and repurposing your posts?

Who will be responsible for locating new social media contacts?

Who will be responsible for responding to comments and questions? **Hint:** It should be the author of the article.

Who will be responsible for reviewing social media analytics?

Step 3

Assess Tools

Your focus for using social media as marketing and search engine optimization tools should be Keep it Super Simple (KISS). Embracing the KISS philosophy allows you to choose free social media tools that are easy to use, measurable and aligned with your business goals.

While there are more sophisticated tools out there, these free tools can provide you with a measurable amount of success. So if you're not currently on these sites, create accounts and let people know you're out there! Start with the basics:

- ▶ Add your social media links to your e-mail newsletter, e-mail signature and promotional materials.
- ▶ Link social media accounts to relevant content on your website, FAN page and blog.

Social media users are always looking for like-minded people and companies to follow. If you're participating in the same networks, there's a good chance people will become a fan or follow you. The more places you link from, the more likely people will find you on your social networks of choice. Leveraging social media can help you:

- ▶ Extend your business reach and marketing dollars.
- ▶ Get relevant customer feedback.
- ▶ Give customers the tools to become your advocates.

Customers don't always know what they want. The decline in coffee-drinking was due to the fact that most of the coffee people bought was stale and they weren't enjoying it.

Once they tasted ours and experienced what we call "the third place" a gathering place between home and work where they were treated with respect..they found we were filling a need they didn't know they had.

Howard Schulz, Starbucks

Did you know?

- ▶ Once you get 25 FANs on your Facebook business page you can [claim](#) a "vanity" domain
- ▶ LinkedIn [company profiles](#) let you display a brief description and key employees.
- ▶ Wordpress has a [huge library](#) of tutorials to help you get up and running.
- ▶ [Twitter search](#) lets you see what people are tweeting about in real time.

A Human Need

Social Media, it turns out, isn't about aggregating audiences so you can yell at them about the junk you want to sell.

Social Media, in fact, is a basic human need, revealed digitally online. We want to be connected, to make a difference, to matter, to be missed. We want to belong, and yes, we want to be led.

Seth Godin



Simple social tools are free, easy to use and feature built-in SEO

Why not...Keep It Super Simple?

Wordpress

- ▶ Web-based software for making websites and blogs. Creators of this open source software like to say “WordPress is both free and priceless at the same time.”
- ▶ There are thousands of free templates available for download. Hundreds of more advanced templates (prettier and more features) are available for less than \$100 each.
- ▶ Easy-to-use widgets integrate SEO into every page and post.

Facebook

- ▶ 500 million users and growing.
- ▶ Business FAN page allows you to: Create information hub for prospects/customers; keep personal and business activities separate.

LinkedIn

- ▶ Create a profile page that covers the who, what, and where of your organization.
- ▶ Profiles (yours and your employees) can be integrated into a business profile.
- ▶ Answer questions, serve as a resource, build your reputation as an expert.



Just be nice, take genuine interest in the people you meet, and keep in touch with people you like. This will create a group of people who are invested in helping you because they know you and appreciate you.

Guy Kawasaki

Twitter

- ▶ Users post 140-character status updates (or “tweets”) that are instantly visible to search engines (not just Twitter users) AND people.
- ▶ Follow topics in real time as users “converse” about them.
- ▶ Distribute information quickly to customers and interested prospects.

YouTube

- ▶ Free video sharing service.
- ▶ Video links on your blog inform viewers and improve search engine visibility.

Flickr

- ▶ Free photo sharing site.
- ▶ Add tags to enhance local search engine results.



Social media offers little privacy

Don't say anything online that you wouldn't want displayed on a Time Square billboard.

Smart Success Leverage blog, LinkedIn

A graphic design firm used a holistic approach to solve clients' business problems – such as attracting new customers.

The company wanted to attract new customers of its own so they added a blog to their website. The company's success stories were plentiful, the budget and time were limited.

Inserting a blog into the existing website brought success stories front and center. It also saved time by using social media plug-ins to repurpose content.

Here's a breakdown of the steps taken to leverage social media tools and share the (well optimized) success stories:

- ▶ Added blog to existing website.
- ▶ Repurposed existing case studies and testimonials into client success stories.
- ▶ Established a company twitter account linked to the blog.
- ▶ Set up a LinkedIn company profile focused on “business problems solved.” Used plug-ins to grab excerpts from the blog and twitter posts.

Activity: What works for you?

Take a close look at your best customers. Find more like them!

Describe your best customer. How do your company's offerings fit their needs? How much do they spend annually with you? Are they privately or publicly-held?

Why did your best customers initially choose to do business with you?

Why do your best customers continue to do business with you?

What do your best customers say about your business?

Review your answers and think about where you can get the the biggest ROI in the shortest amount of time. Tailor your approach to your business goals, staffing and target markets.

- Wordpress Blog
- Facebook Fan Page
- LinkedIn
- Twitter
- YouTube
- Flickr

Step 4 Repurpose Content

In steps one through three you completed the crucial, and sometimes tedious, tasks of setting goals, managing strategy, and assessing the tools you need to successfully using social media as a marketing and search engine optimization tool.

The fun begins in Step 4 where you'll identify, optimize and repurpose your content. By fun, I mean the actual act of brainstorming, gathering and writing (for humans and search engines) your social media content.

The best place to start creating social media content is the blog. Blogging requires a well-thought-out process, including:

- ▶ Examining your business goals.
- ▶ Identifying two to three areas that will quickly yield the best Return on Investment (ROI).
- ▶ Collecting and sifting through your company's "stories."
- ▶ Writing for people.
- ▶ Writing for search engines – search engine optimization should ALWAYS be top of mind.
- ▶ Editing (or repurposing) stories for other social media outlets as appropriate.

Conversations among the members of your marketplace happen whether you like it or not. Good marketing encourages the right sort of conversations.

Seth Godin

Following this process will help you achieve the measurable results you're looking for. But why repurpose?

- ▶ Identifying the pillars, or categories, of your mission and brand will keep your writing focused and relevant.
- ▶ Keeping your writing focused and relevant will produce better search engine results.
- ▶ Repurposing content will save time while still attracting and educating potential customers.
- ▶ Search engines are always tweaking their techniques and algorithms to deliver relevant results. Slicing and dicing content appropriate for your social media outlets keeps you relevant.

Unicorn or...?

I realize everyone is telling you that social media is a unicorn but maybe it's just a horse?

Jay Baer
Social media
strategist



Inbound Marketing requires attracting and funneling prospects

Keep It Super Simple!

Form the Funnel

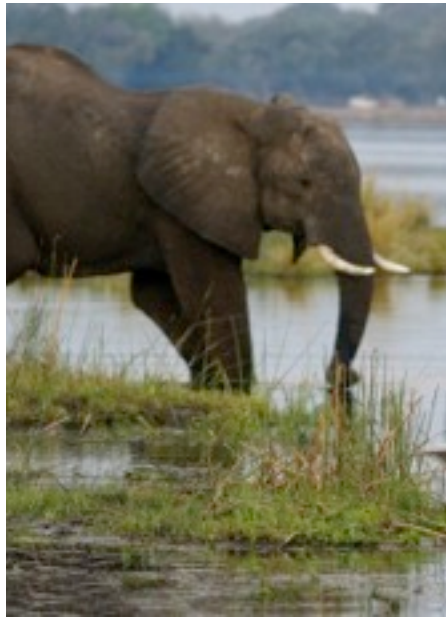
Earlier we touched on the danger of Failure to Funnel. Successful marketing campaigns have always relied on the synergy of communication tools – the marketing mix. Using social media to drive search engine results takes this idea to the next level by:

- ▶ Funneling prospects to your site based on their keyword searches.
- ▶ Providing information to decide if they want to take the next step.
- ▶ Increasing the likelihood that your sales team seals the deal.

Fill the Funnel

The largest part of your funnel should be focused on capturing the interest of search engines and therefore, the attention of prospective customers or clients. Once you have the viewer's attention you can add those prospects to your sales funnel. Capturing their attention requires:

- ▶ Results at the top of the first page.
- ▶ Compelling content.
- ▶ Authentic offerings.



The elephants used to be in the jungle in the '80s and '90s when they learned their trade, but they don't seem to be there anymore. They have all migrated to the watering holes on the savannah (the internet). So, rather than continuing to hunt in the jungle, I recommend setting up shop at the watering hole or turning your website into its own watering hole.

Hubspot blog

Work the Funnel

Provided the viewer finds what they came for (the right product, relevant choices, etc.) you can move them into your internal funnel by requesting their e-mail address in return for:

- ▶ Downloading a whitepaper
- ▶ Signing up for an e-course
- ▶ Taking a survey
- ▶ Requesting information on a specific product or service

Obtaining e-mail addresses this way enables future communication and helps you categorize your prospects' level of interest and narrows your funnel through segmentation.

Convert to Action

Once your prospects are segmented you can make your life easier and save yourself time. Review your visitors and take the time to categorize them.

- ▶ Are they a hot prospect?
- ▶ Are they likely to buy in the next one to three months?
- ▶ Are they gathering information for a possible future purchase?

Time spent nurturing these categorized leads makes for timely, meaningful communication that drives sales. It also allows you or your sales team to concentrate on converting the most likely buyers while nurturing prospects through the pipeline. When prospects are ready to buy, they are ready to learn how your product/services meets their needs.



What is social media about?

Social media is about sociology and psychology more than technology.

Marketing Manager Spreads the love and improves optimization

Writing blog content then “slicing and dicing” it for twitter, flickr.com and e-mail marketing helped a marketing manager adapt (repurpose) content to various social media outlets.

With a minimum amount of effort she achieved maximum results.

Here are ways the marketing manager repurposed blog content:

- ▶ Wrote attention-grabbing headline for twitter and included link to blog post
- ▶ Uploaded keyword optimized photo from the blog post to flickr.com account
- ▶ Used tip from blog post in the next e-mail marketing “customer tip sheet”

Step 5

Tenaciously Review, Revise, Repeat

Step 5 focuses on managing your strategy. Misusing social media tools can be as dangerous as ignoring them. As we mentioned earlier, you'll want to blog two to three times a week to keep your content fresh and relevant.

Analytics will play an important part of your review process. They can help ensure you're on the right track with your content and determine if viewers are responding as you expected they would.

At least once a month you'll want to review your analytics data. Careful analysis will help you discover what's working and make adjustments needed to reach current goals or accommodate new goals.

How it works

A national sales director wanted to grow sales in five key U.S. regions. His strategy was to generate leads, drive them to a landing page on the company website (that included a newsletter sign-up), offer a free download and use google analytics to monitor the results.

The sales guru used a two-pronged approach to lead generation by optimizing the landing page and sending direct-mail postcards to companies in her target regions.

Here is the simple, and automated, process he used to funnel leads:

- ▶ Prospects found company through a keyword search or the postcard

I have nothing to offer but blood, toil, tears and sweat.

Winston Churchill

- ▶ Directed to the landing page (where google analytics tracked their entry).
- ▶ Qualified themselves (as a warm lead) by signing up for the newsletter
- ▶ Qualified themselves (as a hot lead) by downloading the free document

Each week the sales director:

- ▶ Reviewed analytics for visitors to the landing page; sent newsletter sign-ups a welcome message; used twice monthly e-mail marketing to nurture leads; contacted hot leads who downloaded the file to begin the process of converting them to customers.
- ▶ Revised web page meta data to improve search engine results; expanded direct mail to additional zip codes
- ▶ Repeated steps to achieve measurable growth in targeted regions!

Perseverance

If you want to be successful in a particular field of endeavor, I think perseverance is one of the key qualities. It's very important that you find something that you care about, that you have a deep passion for, because you're going to have to devote a lot of your life to it.

George Lucas



Based on your observations and analytics data, what should you eliminate from your current approach? Why?

How are viewers finding you? Directly - by using your website address/URL? Links from other websites or social media? Keyword searches on Google, Yahoo or Bing?

Is your website attracting visitors who will broaden your customer base? (The ideal customers described in Step 3.)

If so, describe how they are finding you, what they are looking at and how they are taking the action that you want them to take.

If not, what changes will you make? How will you measure the results?

Congratulations! Ready to get growing?

Way to go! You have completed 5 SMART Steps for using social media as a marketing and SEO tool. You are on the road to producing measurable business results and SEO much more!

The cost savings tied to using social media are not limited to marketing. Companies that take a holistic approach to using social media are cutting costs and improving results in areas that traditionally have been separated by department. Places to start reducing costs and improving results include:

- ▶ Communications (internal and external)
- ▶ Customer service
- ▶ Market research

In the hands of a skilled professional, social media can help you reach business goals, get measurable results and maximize budgets.

Word of Maus has the expertise to help your business grow. We identify where you'll gain the biggest ROI; ways to meet and overcome your challenges; and develop an approach tailored to your business, staffing and target market.

Ready to get growing? [Contact Susan.](#)

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Establishing a blog:
\$0

Signing up for
Twitter:
\$0

Creating a
Facebook page:
\$0

Expertise to use
social media as a
marketing,
communications
and SEO tool?

Priceless!

WORDOFMAUS

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