

# 5 WAYS TO INTEGRATE SOCIAL MEDIA

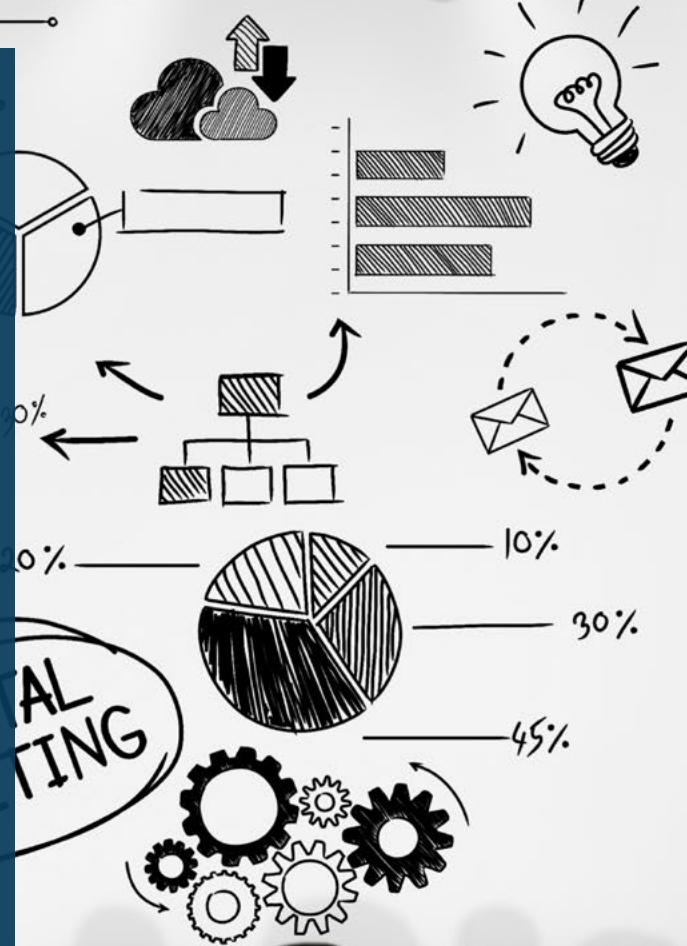


Across Marketing Channels



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# What's Your Social Status?

Think about how your marketing organization operates today, and ask yourself if any of these statements are true:

1. Our social media team is not involved in our marketing planning.
2. We hire interns and entry-level people to handle our social media.
3. We outsource our social media to an agency.
4. Social media marketing is not currently part of our marketing strategy.
5. We tried social and it didn't work.

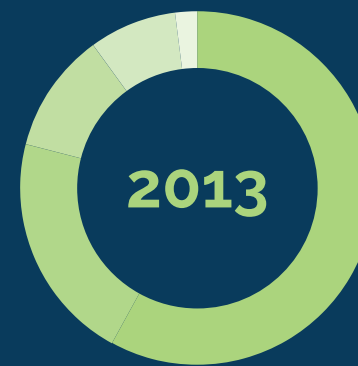
If any of the above statements are true, you may not be taking full advantage of what social media marketing can do for you. If your social media team is siloed, outsourced, or non-existent, this eBook is for you.

Social media is just another marketing channel. And like all marketing channels, it's most effective when integrated into a larger cross-channel marketing plan.

Most marketers are well on their way to integrating this evolving channel into their overall marketing plans.

## SMB MARKETERS WORLDWIDE: SOCIAL MEDIA INTEGRATION WITH TRADITIONAL MARKETING ACTIVITIES % of respondents

Rate your agreement with the following statement: "I have integrated social media into my traditional marketing activities."



21% - Strongly Agree  
58% - Agree  
11% - Uncertain  
8% - Disagree  
2% - Strongly Disagree



27% - Strongly Agree  
54% - Agree  
10% - Uncertain  
7% - Disagree  
2% - Strongly Disagree

Source: Social Media Examiner, "2014 Social Media Marketing Industry Report," May 19, 2014



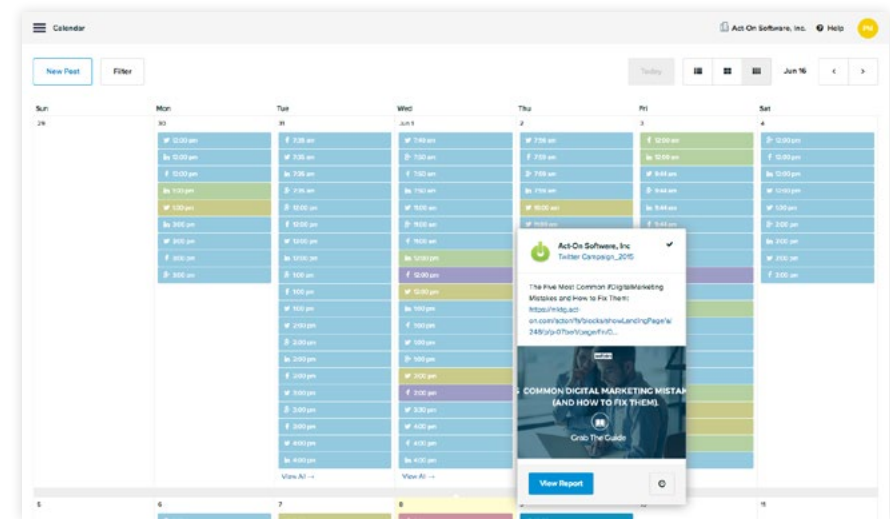
# 1. Include Social Media in Your Marketing Calendar

You can't integrate social media across your marketing efforts if your social media team doesn't have visibility into your marketing calendar.

Social media is sometimes perceived as very reactive in nature, and that's true when we're talking about real-time engagement. There is a huge piece of social media that requires the front-line team to be able to think on their feet and react quickly and appropriately. However, your core social media marketing efforts should be planned proactively, just like any other marketing channel.

For example, if your social media team finds out that your CEO is speaking at an event only the day before it happens, they have no choice but to be reactive. While it's true that some of the most viral social media marketing successes were spontaneous responses to unplanned events (like Oreo's famous response to the power failure at the 2013 Super Bowl), the vast majority of successful marketing efforts are planned well in advance.

This kind of success requires a structured marketing calendar that includes every marketing channel from print to social. It doesn't have to be fancy, but it needs to be available to every member of your marketing team to ensure that everyone knows exactly what events are happening when. If you don't have a marketing calendar tool, use a Google spreadsheet or a Google calendar.



# Start With What You Know

Put the big events like annual conferences on the calendar first, and then start filling in the spaces between. Take baby steps. Items you should include on your global marketing calendar include:

- Known events. Include conferences where you are hosting, attending, or speaking
- Company holidays. Get visibility into days off so you can plan workflows and rollouts
- Member-focused holidays: Identify which are relevant to your business and the way you market
- Webinars and podcasts
- Upcoming blog posts
- Articles appearing in industry and trade publications
- Speaking engagements. If one of your executives or thought leaders is speaking at an industry event, you should support them with your marketing

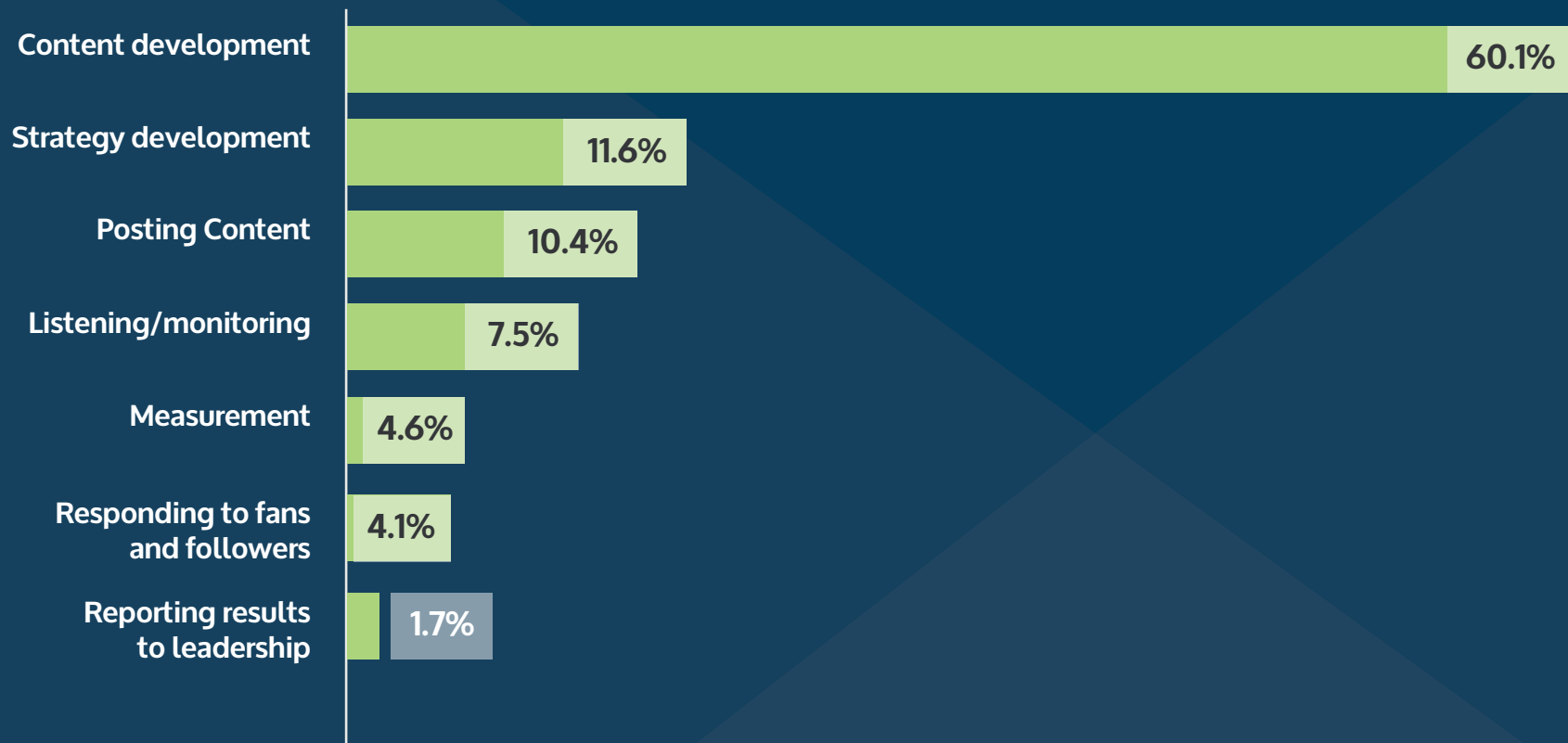
Once all of these items are in place on a calendar, your social media team can start crafting and scheduling content to support these events. Your social media team (or agency) should have a second, more detailed calendar that lists their planned social media posts and events as well.

According to Social Media Marketing University, content production is by far, the biggest time investment required for a robust social program. Giving your social team full access to content early on allows for tighter integration, more precise timing, and higher social content quality – everyone wins!

# Start With What You Know (continued)

## SOCIAL MEDIA MARKETING ACTIVITY THAT REQUIRES THE BIGGEST TIME INVESTMENT ACCORDING TO US SMB MARKETERS, APRIL 2014

% of respondents



Source: Social Media Marketing University (SMMU), "Social Media: How Much Are You Investing?" May 12, 2014

## 2. Make All Content Shareable

If you only have time to check one thing off this list – make it this one. Adding share buttons and PinIt buttons to your content can increase your brand reach significantly. There are paid options and free options. The major difference between the two will be the ability to customize the messaging, and the ability to track who has shared your content, on what network, and when. Every social media site has free plugins you can use on your landing pages.

### Idea 1:

Do not assume your reader will get to the end of your piece of content. Add social share buttons to the top and bottom of your blogs and articles. If you have a WordPress blog, there are many free plugins available that will customize the social share message based on the blog title and the short description.

### Idea 2:

Add social share buttons to email content that drives to a landing page. Social share plugins use JavaScript, which doesn't fly with email providers. So how can you make your email content shareable? Every major social media site has plugins that allow you to add share buttons to emails, seed the share message, and allow the user to complete the post outside of the email. Problem solved.

### Idea 3:

Add social share buttons below every video on your website. Again, you can use the share button embed code that you get from the social networks, a free tool like ShareThis, or a paid suite of tools.

# 3. Embed Social Media Feeds on a Landing Page

Your prospects and customers may not be as social media savvy as you are, so make it easy for them and integrate your social media feeds into a landing page or Facebook tab. We've all seen the live Twitter feeds displayed on big screens at industry events, but did you know you can easily replicate that experience on a landing page?

## Idea 1:

Ask conference attendees to post photos to Instagram with a specific hashtag. You can then display those photos real-time on a Facebook tab or a landing page for everyone to see. It's a good way to engage conference attendees, and make those who didn't attend wish they had!

If you don't have HTML or JavaScript skills, or don't have access to your landing pages and Facebook brand page, ask your web dev team for help. You can create the Instagram embed code manually, or download one of the many free scripts out there like Instafeed or SnapWidget.

## Idea 2:

Embed your Twitter feed or a feed that filters for a specific hashtag into a conference landing page. If your clients and prospects aren't flocking to follow you on Twitter, bring your Twitter feed to them.

Use Twitter's own custom feed widget to create a custom real-time Twitter timeline for your website.



## CAUTION

Embedding live feeds on a landing page can be a double-edged sword. If a competitor or social media troll decides to mess with you, they could start uploading photos to Instagram using your hashtag, or tweet using your hashtag, just to be seen in your live feed. Your social media team needs to be on their toes, and prepared to block unwelcome contributors.



## 4. Reward Social Media Influencers

Influencers are brand advocates or industry experts who have earned the trust and respect of their audience. When you are planning out your marketing campaigns, always consider how you can leverage your social media influencers to amplify your reach.

### Idea 1:

Give your influencers an early copy of an eBook two days before the general public, and ask them to PinIt, tweet it or post a link to their Facebook or LinkedIn network. They get a first look, and you get some extra PR on social media. It's a win-win.

### Idea 2:

Invite influencers to partner with you on a conference panel or webinar. They will love the attention, and will reward you by promoting the event to their own social network. They get an ego stroke and you get new eyes and ears on your brand – and hopefully new leads.

### Idea 3:

Interview your influencers and quote them in a piece of content. You're sure to get some buzz when they promote their quote to their followers and connections on social networks.



# 5. Integrate with Events

Most event marketing is very structured, because it has to be. You have email promotions, landing pages with session information and speaker information, registration pages, and thank-you and confirmation pages. All these are welcomed by recipients, but it's mostly a one-way conversation. Adding some social media elements, and maybe even some gamification, can liven up your content – and the event itself.

## Idea 1:

Everybody tries to get people to come by their booth by giving out the coolest swag at trade shows and conferences. What if you had a piece of swag that you could only get if you shared a specific message or piece of content on social media? Just have people who participated come by your booth, show you their tweet or post, and give them their exclusive swag. Once everybody sees this “thing” you’re giving away, everyone will want one, and you’ll be the talk of the conference.

## Idea 2:

Build tweets into your presentations at events. You are much more likely to get quoted on social media if you drop in short nuggets of wisdom that are under 140 characters long. Try making each slide headline something tweetable.

## Idea 3:

Create a Pinterest board for each event you host or attend. You can add photos of your booth full of people, slides from presentations you did, etc.



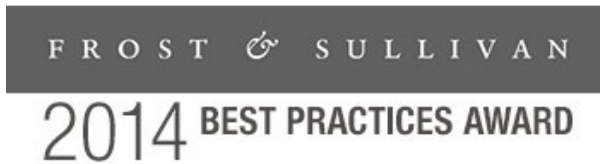




## THINK SOCIAL

The only way to fully harness the power of social media marketing is to put it on the table with every other marketing channel when you're planning out your marketing calendar. It shouldn't be siloed, and it should never be an afterthought. Think of it as another spoke in your wheel of marketing channels to choose from – one that encourages engagement and a two-way conversation.

# Acclaim for Act-On



## About Act-On Software

Act-On Software is a marketing automation company delivering innovation that empowers marketers to do the best work of their careers. Act-On is the only integrated workspace to address the needs of the customer experience, from brand awareness and demand generation, to retention and loyalty. With Act-On, marketers can drive better business outcomes and see higher customer lifetime value. The Act-On platform provides marketers with power they can actually use, without the need for a dedicated IT resource.

Connect with us to learn more

