

Module 3 - The 3 Main Services A Social Media Manager Provides

- Setting up of the company's presence on as many major social media sites as possible
- Getting new customers or business
- Advertising the latest promotions, products and offers of the company

Social media managers **are responsible for giving the social networking site of any product a face-lift, which eventually raises the buy-ability of the product along with its demand in the market.** Almost half of the world's Internet using population has access to the popular social networking sites and **this crowd forms the core group of customers who are the target audience for most of the firms.**

Here are the three main services a social media manager provides:

1. **Setting up of the company's presence on as many major social media sites as possible.**
2. **Getting new customers or business.**
3. **Advertising the latest promotions, products and offers of the company.**

As the name suggests, the primary role of these professionals is to be responsible **for creating a space for the service or the product which has to be marketed. Since this is a virtual space to be dealt with, it is imperative for the managers to clearly differentiate between various kinds of people who access the social networking site and those who do not.** This is a continuous process of identifying the customer base and regularly increasing it. In

order to set up the business, it is important to know about the business which is to be advertised. **The branding strategy actually depends upon the vision and mission of the firm which would offer the basic guidelines to be followed while advertising the product.**

Initiate a discussion between various people who visit the website – this would be the first step towards gaining a loyal base of potential clients. After setting the goals for marketing the services, the other important job is to build a strong customer base for the business. **Considering the number of social networking sites visited by the users, a larger number of sites would make branding much more efficient and productive.**

For a social media manager to provide these services, sheer knowledge of Internet does not suffice. **It is essential for him/her to be abreast with the current trends in the market and the right audience to target, since any shortcomings in targeting the appropriate audience can be detrimental and counterproductive for the product itself.**

After identifying appropriate audience which have demand for the services, the next step would involve the manager sharing various offers which could be provided to the users and the potential clients. With the growing need of the Internet as a mode of communication and also means of diminishing borders, the entire world is open to a marketer for sharing offers and promotions. A need for a social media manager has grown in demand over the last few years when the social networking sites have come in foray.

Phase 1: Social Media Setup

- The required steps at Phase 1:
 1. Set up a Facebook fan page along with information write up
 2. Set up of Twitter account along with profile, info and custom graphics
 3. Set up of LinkedIn profile
 4. Set up of profile in other major social media sites like Google +

Let us take a deeper look at the first and foremost phase of the whole process. In this phase, you can offer to do the following tasks:

1. Set up a Facebook fan page along with information write up
2. Set up of Twitter account along with profile, info and custom graphics
3. Set up of LinkedIn profile
4. Set up of profile in other major social media sites like Google +

(You have the option to charge higher if more social media sites are to be covered.)

- Identify the most appropriate media through which the product would gain a considerable amount of publicity and positive response
- This phase is essential for building up a consumer base
- Use Facebook, Twitter and LinkedIn to attract a considerable amount of people
- Increase the popularity of the product across a wider audience

The primary task for any social media manager is to identify the most appropriate media through which the product would gain a considerable amount of publicity and positive response. **Various popular websites where the adverts can be posted could fall amongst Facebook, LinkedIn, MySpace and micro-blogging sites such as Twitter.** Various blogs could also be a good way of making the product popular. This is a way of not only building up a consumer base amongst the virtual world but also a method of spreading awareness of the product.

There are various activities which can be done to make the Internet a productive platform for marketing products. **Facebook offers various applications which assist in promoting any idea, product, service etc.** Most of the social media advertisers use this tool in making the service gain a considerable amount of visibility amongst its users and prospective consumers. **As a social media manager, you can create a page that carries detailed information regarding the services and the products.** This would lead towards attracting a considerable amount of people who would be following the updates and information over this fan page.

Apart from Facebook, which is home to almost a quarter of the entire population which runs over the Internet; Twitter, the micro-blogging site, is extremely quick when it comes to the turnaround time in getting back with

the number of hits and people who follow a service/product shared over the page. Setting up an account on Twitter quickens the process of making the product much more popular amongst a larger audience.

Most of these sites are for personal and individual usage. **LinkedIn adds a different touch to the entire population.** It is a social networking site which focuses on the building up of professional networks amongst a growing number of professionals. **They might range from those who have similar skills to those who might be interested in knowing various other trades and interested in building their networks.**

These three sites (LinkedIn, Facebook and Twitter) are the three giants of the Social Networking arena. Apart from these, even Google has come up with a website which runs on similar lines with Facebook – Google +. There is a new set of people who are attracted towards this website, and it comes around as one of the most reliable sites because it belongs to the most coveted search engine, Google. **Google+ runs as a competitor to Facebook and contains almost the same users which have been using the latter. Using different social media sites is a good way of advertising the product to increase the popularity of the product across a wider audience, disregarding diverse cultural and geographical backgrounds.**

Apart from that, healthy dialogues and discussions can be undertaken between the moderators of the site. This involves the social networking manager and the individuals who have an interest in the offers of the firm whose site and details have been shared over the networking sites.

After the Industrial Revolution which set the world towards a high, the next revolution was witnessed with the invention of the World Wide Web, commonly known as the Internet. **Since the world was taken in the grip of the Internet, every advertisement, ranging from a common one to a niche product, ventures to meet its future clientele via the Internet before it hits the stores.** Therefore it has become essential for most of the top notch brands to communicate their services and products to an audience which belongs to different generations but socialize on the same platform.

Many offline companies have such large set-ups that it gets difficult to focus on another section of prospective clients which exist in the virtual world. Most of these virtual clients might not turn out to be the perfect audience. This is where the social media manager contributes, being aware of the usage of the social networking sites via Internet. **Apart from making effective use of the internet, it is important to understand the product which is being marketed.**

Phase 2: Adding Fans, Followers And Leads

- Phase 2 is a chance for you to obtain recurring payment from past clients
- You can do so by offering to advertise another's social media site to help them get more followers
- Making the audience aware of the existence of one such product

If you take a closer look, phase 1 is usually a one-time thing which leads to a one-time payment. **Believe it or not, the second phase can help you get recurring business from the same clients!** In order to be paid over and over again from the same customers who want your service, all you need to do is to offer to advertise their social media site (Facebook profile, twitter profile) to help them get more followers. **In this article, let us look at ways to get followers, fans or leads on your client's behalf.**

As a process of building a social networking media set up for sharing the details about any product, it becomes important to make this information available over various networking sites. **Making the audience aware of the existence of one such product becomes the first step in any strategy focusing on Social Networking sites, as it is a means to reach out to and thereby build an audience.**

Ways To Increase Followers

- Provide exclusive content.
- Promote various social media assets.
- Participate in several interactive sessions.
- Build value.
- Display consistency.
- Offer something for every sign-up.

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4. Build value.
5. Display consistency.
6. Offer something for every sign-up.

- Run a contest that comes with free gifts.
- Use entertaining videos.
- Pay for targeted traffic if all of the above is unable to attract clients.
- Keep site active
- Give customers chance to share feedback

- 7 Run a contest that comes with free gifts.
- 8 Use entertaining videos.
- 9 Pay for targeted traffic if all of the above is unable to attract clients.

Most of the companies for A grade brands are so huge in structure that they do not focus on the Internet as one of the most affluent and effective ways of advertising. With the advent of the revolutionary Facebook in the field of social networking, internet marketing has taken a different route altogether. **Therefore, any brand which aims to make it big and increase its market size needs understanding about its competitors by analyzing the wide variety of Internet users, who could be a potential source of understanding the pulse of a prospective audience.**

After setting up a base which helps in the interactions between the manufacturers and their end customers through these websites, the manager would be required to introduce the process of reinstating the importance of these services and products. This is not only for the benefit of the firm which would always want its customers to be cognizant of its products (while they go ahead and analyze the services which are being offered by the competitors), **but also important for the manager. This is because as a social media manager, you are paid only**

once after the site has been installed. If you want recurring payments and to continue your services with the firm, it is important for the site to be active so that potential offers and services are continuously shared with the audience and remain visible for a longer span on time. This phase is important as it is the key toward retaining clients who have been won earlier, and would allow a chance to act upon the suggestions and feedback which have been shared by users.

This can be undertaken by sharing the product details over a social networking site such as Facebook. By doing so can increase the visibility of the product and increase the responses which would be elicited and thereby also judge the rate of success of the product. After the product has been regularly advertised over the social media, more fans would join the site. This would be a productive move for the product as it would eventually reflect in the number of sales which have been made in selling the product. **The success rate of every product differs with the strategies and the tactics which have been used by marketing managers; these strategies would be a scale at which the performance of the manager can be gauged.** For most of the successful ones, the firms would look forward to working with them again; hence this would require the social media manager to be equipped with various other strategies which can be used in making the product much more successful.

Keeping these factors in mind, social media advertisers must not only keep in mind the choice of marketing tools, but also the prices which are to be charged for offering his or her services to the client. Hence, come up with competitive prices that fully represent your skills. **It is imperative for the manager to focus his/her efforts towards continuously increasing the number of clients and generating sufficient leads so that product sales continue to grow.**

There are multiple ways in which followers and fans could be increased over a period of time through persistent efforts of the social media manager. Since most of the fan base and the clientele would be well aware of the trends in the domestic and international market in relation to the product, it is essential to make the most appropriate projections while placing the product in the market. Apart from that, the innovative way in which the offers and various services for the product are displayed across the website is also an important factor. For most of the products which are marketed online, it becomes important to use creative methods for eliciting responses from the customers.

Phase 3: Managing Social Media Updates/ Customer Service

- Nurture the efforts required to maintain the site
- A social media manager requires public relations skills to sustain customer loyalty.
- He/she must ensure short turnaround time to solve queries by customers.
- He/she must offer the most efficient customer service to the clientele.

This is another recurring income stream to keep the same clients paying you, like Phase 2. In fact, you can offer a monthly package to your clients which can enable you to earn \$997 and above for these constant tasks. **Once the base is set for promoting a product or service online, the next step is to nurture the efforts required to maintain the site. This involves not only communicating with prospective clients, but also informing them about the latest offers.** In the first step, you build a base as per the marketing strategy, aiming at the target audience which would be available across various websites on the Internet such as Facebook, LinkedIn, Google+ and Twitter. **Once the appropriate audience has been decided, loyalty is built between the customer and the manager. Most of the future clients are tapped during the first step itself.** However, extreme care should be taken while targeting the audience. Making an inappropriate choice when it comes to the clients could be extremely harmful for the future of the product.

- E.g Twitter (Starbucks & AirAsia) assigned employees to interact with customers on a constant basis
- Manage and automate tweets or updates on social media sites on your client's behalf
- Employees were assigned to do real-time customer service with customers
- This can strengthen the brand image and maintain long-term customer loyalty.

Take a look at the Twitter profiles of brands like Starbucks and AirAsia. What do you observe? **There is always someone replying to Twitter messages tweeted by customers. This is because these companies have assigned employees to interact with customers on a constant basis to bridge and maintain relationships.** You can offer to do the same thing for your clients.

1. You can manage and automate tweets or updates on social media sites on your client's behalf (use HootSuite.com, a free service that allows you to automate status updates and tweets for free).
2. You can offer to do real-time customer service on your client's behalf (they should pay you more for learning about their product, especially if it's a really specialized niche or area)

Aside from developing the base of customers who would like to understand the nuances of the product and eventually go ahead to use the services offered, it is of utter importance to continuously build the base of customers through various channels and modes, which would strengthen the brand image and maintain long-term customer loyalty.

In this phase, the responsibility of the manager is manifold since it not only requires him to continuously identify new markets which would be successful for the growth of the product, but also to generate leads which result in business development. Maintaining a good base of customers is extremely important as it requires a huge amount of hard work for creatively promoting the products. **Apart from having mere knowledge of browsing through the media, it is more important to understand the diversity in the types of people who browse through these social networking sites, since there is a plethora of people from across the globe who could be the future clients of the services offered by the firms' products and services.**

Aside from that, the third step which follows after continuously endeavoring to maintain and gradually generate the leads is to **offer the most efficient customer service to the clientele. This can be undertaken by reducing the turnaround time of solving the queries that are raised by the customers.** Once the offers and deals are shared over micro-blogging sites such as Twitter, the queries are to be answered in a live format. **The time of replying the queries and suggestions should be minimized.**

Certain employees are employed by most large firms which religiously address all the issues and queries raised by the visitors. Once the accounts have been created over these websites, most of the queries which come up are in real time mode and are required to be answered within the shortest span of time. This not only increases the credibility of the brand, but also increases the popularity of the product simply by word of mouth.

There are various important reasons for a social media manager to continue building his network, which would assist in making the marketing strategies much more efficient and effective. This leads to building a stream of continuous funds for the services which are offered by the manager. Similar methodologies can be used in using spaces over the sites which can be used free of cost. **On behalf of the client, these postings can be made across the sites, which would assist in making it much more convenient for the users to have their queries answered. This could as well be one of the differentiating factors among the success ratio of various consultants.** One of the reasons why A-listed firms choose to employ a dedicated set of employees to deal with Internet advertising is due to their expertise in understanding the current trends in the social networking arena, along with their skill in predicting the future and comprehending various stages that any product would undergo to succeed. Advertising a product in the newest way which comprises of creative methodologies over the social networking sites is of utmost importance and value.