

# How to Position and Grow Your Business Using Social Media

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*Social Media is your BRAND!*

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**Remember, your brand is what people are saying about you when you are not in the room**



# 7 Ways to Use Social Media to Build Stunning Brands

- **1. Reputation Management**

Key point: People are talking about you online, whether you choose to listen or not

- **2. Customer Service**

Key point: Social media customer service is the new (800) number

- **3. Public Relations**

Key point: Social media enables you to take your message to customers directly

- **4. Customer Acquisition**

Key point: Market sideways. Features and benefits are too boring to work in social media

- **5. Create Brand Communities**

Key point: Activate your fans and give them something to do. Don't just collect them like baseball cards

- **6. Thought Leadership**

Key point: Everyone in the world has expertise. What's yours, and how to you distribute it?

- **7. Networking**

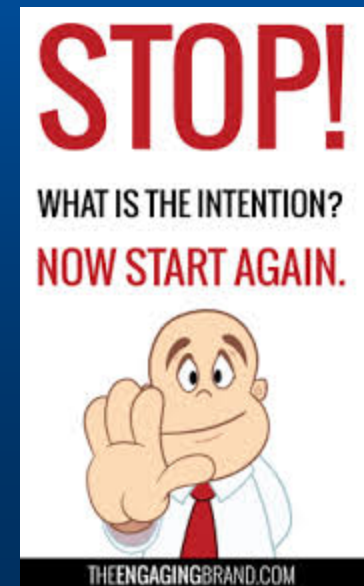
Key point: Social capital belongs to individuals, and is loaned to brands. You can use social networking to develop relationships online that you'd be unlikely to have otherwise.



(JAY BAER-- Blogger)

## 3 Main Components for Today's Workshop

- 1) How to determine your brand, business goals & identify success metrics
- 2) How to leverage & engage your network via social media
- 3) How to remain relevant on social media by aligning your brand



# Determine Brand & Business Goals

- **What would you like to achieve via social media?**
- **Does your social media brand align with your business?**
- **Who would you like to interact with via social media?**
- **How many followers would you like to add per week?**
- **How many followers would you like to interact with per week?**
- **What types of metrics define success? (views, impressions,likes,retweets)**

# KYA: Know Your Audience

- **Identify who your target clientele / audience is or ought to be**
- **Identify a problem in the market and create a solution**
- **Post and follow content of thought leaders in your space and or industry**
- **Become an SME : Subject Matter Expert**

# Social Channels to Leverage for Business

- LinkedIn
- Facebook
- Twitter
- Instagram
- Pinterest
- Hootsuite
- Newsle
- Blogs

# Strategies to Leverage for Business

- **Create innovative and clever #Hashtags**
- **Authenticity & Personification**
- **Do not recreate the wheel- observe strategies of individuals, brands and or businesses that you like and or believe in**
- **Align with influencers, leaders and tastemakers in your industry**
- **Follow influencers, leaders and tastemakers in your industry**
- **Get into the habit of showcasing or highlighting peers of yours who are within and also outside of your industry**
- **Be patient**
- **Post, share and create relevant content to your business**
- **While attending conferences and speaking sessions be sure to tag the location, snap photos and post interesting content and follow active influencers**



# Things to remember

- Do not **ONLY** rely on social media to drive sales
- We live in a **HIGH TECH / LOW TOUCH AGE** where human interaction cannot be replaced
- **Social media helps to create awareness and buzz** in addition to lead generation and piquing interest from prospects (future clients) in addition to gaining loyalty from current clients
- **Social media can be a major asset, but can also be a huge liability if not utilized properly**

# Where to Find Business Opportunities

- **Social Media Channels:**  
LinkedIn, Twitter, FB, IG, Pinterest, Blogs
- **Google Alerts**
- **Newsle**
- **Professional Group/Organizations**
- **Mentors**
- **Mentees**
- **Professional & Social Network**
- **Alumni Network**

# How to utilize your network

- How should you be reaching out to your network?
- Who should you be reaching out to?
- How often?
- Proper Follow Up?
- How can you add value to said individual(s) you are reaching out to?

# How to engage your network

- **Be sure to always answer tweets and posts when questions are posed – your clients and prospects will appreciate it – responsiveness goes a long way**
- **Be cordial – thank individuals for retweets and positive comments and or likes on social media**
- **Showcase those in your network on FB, Twitter, IG and LinkedIn – give shout-outs!**
- **Share relevant articles posted by your contacts and or influencers in your industry**

# Check List For Leveraging Your Network Effectively

- **Have you been keeping in touch with your clients, prospects, mentor(s)?**
- **Have you remained current with your top contacts?**
- **When was the last time you helped someone in your network?**
- **Have you made a strong introduction or referred a business/job/Internship lead to someone in your network recently?**
- **Are you volunteering your time and or expertise?**

# Solutions for Success in Social Media – Ways to Remain Relevant

- **Identify a problem and create a solution & disrupt the market (UBER,FB,APPLE)**
- **Be consistent , honest, thoughtful and innovative**
- **Invest time in sharpening your skills and building your knowledge base**
- **Focus on building your network; partner with businesses and brands who excel in areas in which you are lacking or those who compliment your businesses' strengths**
- **\*Remember the BEST CEOs surround themselves with people who are smarter than them\***

# Additional Ways to Expand Your Network & Social Media Presence & Find Opportunities

- **Become a mentor and/or seek mentorship**
- **Become active in professional organizations & associations (Women Builders Council, Entrepreneurs Organization, SXSW )**
- **Engage in volunteer opportunities**
- **Join networking groups**
- **Attend conferences/panels within your industry**
- **Attend networking events**
- ***Take Risks***

# Summary / Key Points to Remember

- Identify your natural talents/ invest time in making your talent a strength
- Improve upon your skill set
- Focus on building your network; partner with those who excel in areas in which you are lacking or those who compliment your strengths
- Maintain your network
- Serve as a resource to those around you and help others before you need anything
- Seek and provide mentorship
- Be bold & take risks
- Join groups; take leadership roles and be active!
- Become a Connector! (*Who would like to define this term?*)



Don't forget...

- Your network determines your net worth!



## In the words of Emerson . . .

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“Do not go where the path may lead, go instead where there is no path and leave a trail.”

-Ralph Waldo Emerson

# Questions?

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