



Tips for Leading Results in Marketing

March 2010

Upcoming Events

The next group for training+coaching on the Duct Tape Marketing Program - Social Media Pro - starts on March 25th. If you want to learn the key skills and strategies around the key social media tools, this is a great, cost-effective way to do so. The class and coaching cost is only \$450 (usd) To learn more visit our website page on [Social Media Pro](#)

About Leading Results

Leading Results helps small businesses to stop wasting money on marketing. We work with businesses of all types and have a practice area specifically focused on technology firms.

Using the proven system from Duct Tape Marketing, we help small businesses develop know, like and trust with their prospective customers enabling them to more effectively generate try, buy, refer and repeat actions.

Visit our [website](#) for more information. Read our [blog](#) for more marketing tips

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This is the 3rd issue of Tips for Leading Results in Marketing and we'd like some feedback. If you find this helpful, too long or too short or just right, please drop us a quick note. If there are topics you'd like to see us cover in a future issue, let us know. Thanks!

All the noise about social media

We recently did presentations at a number of venues and have been participating in a lot of networking groups over the past month. The number one thing that everyone is asking about is social media. The social networks – Facebook, twitter and LinkedIn especially – are getting a lot of attention. But the question we keep hearing “are they useful for business?” and “is their any ROI in this because there is so much to manage?”.

In this newsletter issue, we wanted to try to present our answer to those questions. Before that however, we do want to put out one word – strategy. If you are just embarking on a social media program, be sure to define what you want to accomplish. Why are you doing this and what is the core company value proposition you are trying to promote? Diving into the social networking sites without purpose is a bit like being a stranger in a strange land – you will step on some toes, say the wrong thing and possibly cause yourself more harm than good.

The first question above, about usefulness, really needs to be answered before you consider ROI. So lets call this what it is really is – Social Marketing (credit to Marc Gordon and his [article](#) on Biznik). Today's marketing environment is about being found, rather than finding. Social marketing uses various sites to build person-to-person communication with people who need or want what you are selling. It provides an avenue for those people to get to know, like and trust you and your organization. Once they have found you, then they can engage with you from a position of knowledge.

Why do this through the social media networks? The simple answer is - that's where people are today. Traditional media – tv, radio, print – is fractured and tribal. Making it very hard (and expensive) to get a concentrated audience that values your message in one place. And interrupt marketing – direct mail, banner ads, telemarketing – has to compete with so much noise that return rates are extremely low. If you are looking for new prospects, you have to give them the path to find you and that path, today, runs through the social networking sites.

So to answer the first question, if you want your company to be found by new prospects, then yes, social marketing is useful for business. So then, what is the ROI? It is a good question that we don't think anyone can answer right now.

[Charlene Li](#), in a presentation to SAP put a quote up on the screen that I think represents this question “ we tend overvalue things we can measure and undervalue those thing that we can't” (unfortunately, I did not write fast enough to get the source). There are a lot of tools that will help you understand how your efforts are impacting your business – Google Analytics (free) or [Hubspot](#) are a couple of examples – with regards to traffic on your website. But ultimately, to figure out if you are getting a ROI, you need to a) have a really solid system in place that will allow closed loop tracking and b) you need to have a defined time frame you measure over.

We think a metric is to see if inbound emails are more frequent or if the phone rings more often. If you don't have a baseline to measure against, put one in place today, before you really start diving into social marketing.

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Blogs worth your time..

[Social Media Examiner](#)

Our blog to follow for this issue - Great Blog to follow as you are trying to wrap your arms around Social Media. This blog covers everything from How To's to Tools to use.

Social Media Tip

The tip this month is an post you can read in the AMEX Open Forum, written by John Jantsch - 7 Insanely Useful Ways to Search Twitter for Marketing.

As a marketing tool Twitter gets much more interesting and useful when you can filter out 99% of the junk that doesn't apply to your objectives and focus on the stuff that matters.

The basic search.twitter.com functionality is fine for searching things that are being said about your search terms. The advanced search function offers more ways to slice and dice the stream, but still leaves some room for improvement as it only searches what's being said and where. From a marketing standpoint who is saying it might be more useful.

Now that the search engines are all pretty geeked up over real time search you can create some very powerful searches and alerts combining Google and Twitter. [Read the whole post here](#)

A Cool Tool to Use

Cut down the phone trees...

If you hate navigating the phone trees for your cable company, airlines, your investment firm or bank, try [Fonolo](#) – it shows you the phone tree menu items before you dial. And if you have a large phone tree for your company, Fonolo can be put on your website helping your customers navigate to the right place and improving customer service. (there is also an iPhone app for it)