

# Your Top 20 Questions on Social Media Marketing Answered

---



## 1. *What is Social Media Marketing (SMM)?*

Social Media Marketing involves using interactive and social sites on the internet to promote your business. Sites such as Facebook and Myspace are online sites where users interact by uploading photos, posting on forums, exchanging messages, and connecting with people they know or who have similar interests.

## 2. *Where do I go to do SOCIAL MEDIA MARKETING?*

It depends what your business is promoting and who you are trying to reach. A business to business company providing business services will want to concentrate on business networking sites like Linked In, whereas an online store aimed at teenagers will be more likely to use a site like MySpace. Social Media sites include [Facebook](#), [Myspace](#), [Squidoo](#), [Twitter](#), [Digg](#), [Delicious](#), [Blogs](#), [LinkedIn](#), [Ecademy](#), [Ning](#) and many more.

## 3. *Isn't it only for kids?*

The Social Media Marketing sites certainly started out as a place where teenagers met to chat and exchange photos, ideas etc. But then the marketing world began to realise that it was possible to reach thousands of people via these sites and that posts would spread around the world rapidly.

## 4. *How do I make money from SOCIAL MEDIA MARKETING?*

Money can be made in several ways:

- By increasing awareness of your own website, products and services, and leading the customer to the correct pages on your site.
- By having affiliate links - links to products that complement your offering and pay you a commission on the sale.
- By having links to sites like Amazon where again you get a commission on sales.

## 5. *How long does it take to create a SOCIAL MEDIA MARKETING account?*

It only takes a few minutes to create each account and if you have already worked out your profile (who you are, what you do etc) then that doesn't take very long either. The point is not the joining but the *joining in* after you are a member.

#### *6. How many networking sites do I need to join?*

The number really depends on the time you have available to follow through with posts etc. We would suggest that you stick to three networking sites and a blog. Do some research first to find out where your target audience is most likely to be found.

The most popular networking site by far is [Facebook](#), [LinkedIn](#) is the most popular business networking site, and [Twitter](#), which is a micro-blogging site, has grown immensely popular recently.

#### *7. How much time each day do I need to spend on SOCIAL MEDIA MARKETING?*

We estimate that 30 minutes a day should be enough to run an effective campaign through the SOCIAL MEDIA MARKETING sites once you have your initial accounts set up - if you have more time so much the better. Our book '[Social Media Marketing in 30 Minutes a Day](#)' explains in detail how to do this.

#### *8. What do I say?*

You provide useful information on your topic. For example, if you sell furniture your posts might be about the different types available, what to look for and how to care for it - one post every day or couple of days on different aspects. Your posts should not be a blatant sales pitch – just provide a link to the relevant page on your website so those interested can go and look but the content of your post should be providing value to your readers.

#### *9. How do I sell?*

YOU DON'T! The purpose of SOCIAL MEDIA MARKETING is to build brand awareness and reputation. When fellow members see that you provide value in your submissions and they gain from reading what you have to say, they will then go to your website and buy. In this arena, if you try to sell you will drive people away rather than achieve your objective of selling. You want to become a trusted and valued member of the community so people naturally want to buy from you.

#### *10. I don't have an online shop does it matter?*

An online presence is clearly an advantage - even if it is only a 1 page website with more details about your shop - you need somewhere to send prospective customers for more information and to buy.

#### *11. Do I have to do it every day?*

Ideally you should spend thirty minutes each day to get the most benefit, rather than spending a few hours once a month. You will get the most benefit from regular participation, as the key to successful Social Media Marketing is about building relationships and interacting with your contacts.

*12. Does Social Media Marketing intrude on my privacy - can it let people I don't know find private details?*

Most of the sites have privacy controls so you can manage what can be seen by the public and what cannot. You may also decide to keep your personal account separate from your business profile.

*13. What do I do if people make adverse comments about me?*

It depends if the comments are fair or not. One basic rule is NEVER retaliate. Explain your point of view, what you did to solve the issue and then leave it alone.

*14. Why should I do Social Media Marketing and not traditional advertising?*

Traditional advertising, for example in newspapers, is expensive and although it might reach a relatively large audience it never has the potential to reach as many people as Social Media Marketing. The other huge advantage is that Social Media Marketing is free apart from the input of valuable time.

*15. Does Social Media Marketing replace press adverts?*

Yes, if you do it consistently, and if you want it to. The golden rule of marketing is to test and measure. Track where your customers are coming from. It wouldn't be wise to ditch conventional advertising if it is getting results, especially in the early days of your Social Media Marketing campaign. Social Media Marketing has the potential to reach a much wider audience than conventional media and may enable you to break into new markets. If your adverts are in specialist journals that target a particular niche market then you may want to continue this alongside your Social Media Marketing activities.

*16. I don't know how to do any of this - how do I start?*

There is a lot of information available on the internet about social media and social networking and how to get the most from the different sites. Each site also has its own help section to get you started. You can also buy e-books and physical books on the subject, and even 'how-to' videos are available. The [Veritee](http://www.veritee.com) website has free reports you can download, and you can buy our e-book 'Social Media Marketing in 30 Minutes a Day' at [www.thirtyminutemarketing.com](http://www.thirtyminutemarketing.com).

*17. Who can help me with this?*

[Veritee](#) and other internet marketing companies can provide help with Social Media Marketing in several different ways. They can train you or your staff in successful approaches to using Social Media Marketing and develop a strategy so that your activities are focused on achieving your business objectives. You can even outsource some of the Social Media Marketing activities like setting up your accounts and profiles, writing blog posts and posting on forums.

*18. What proof is there that this works?*

Have a look at the statistics on [www.hitwise.co.uk](http://www.hitwise.co.uk). You'll find Facebook, YouTube and other Social Networking sites in the top ten websites and searches. There are also many blog sites that make thousands of dollars and some have even been sold for multi-million dollar sums because of their huge following.

*19. How many bricks and mortar companies in the UK do this?*

More and more businesses are realizing the power of Social Media and starting to incorporate it into their marketing strategy. Many have Facebook pages and have even started posting on Twitter.

*20. How do all the Social Media Marketing programs connect?*

They don't fully... YET! It is predicted that Web 3.0 will integrate the different Social Media sites into one platform. Things are already starting to move in this direction as there are feeds that will integrate the posts on one site such as Twitter into other sites such as your blog and your Facebook profile.

Janet Helft is founder & CEO of [Veritee Internet Marketing](#), specialists in Internet Marketing for businesses and experts in Social Media Marketing.