

## The Social Media Success Formula

Mark W. Schaefer

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Slide 2 – Why we're here!

Hello, and welcome. This presentation is all about achieving tangible success through a content marketing plan on the social web. After all, isn't that what we're all aiming for?

Slide 3 – What we'll cover...

Today we'll cover a case study illustrating a new content marketing concept, a formula for success – marketing on the social web, which includes finding targeted customers, re-defining content in a meaningful way, and creating authentic helpfulness. We'll also talk about some actionable next steps.

Slide 4 - Introductions

I guess I should introduce myself, I'm Mark Schaefer or @markwschaefer for those of you who may connect with me on Twitter. I've had 28 years experience in corporate communications, sales and marketing, and now I run my own consulting company, Schaefer Marketing Solutions. I'm also an Adjunct professor in marketing and management, and I love writing my blog "Grow", which can be found at [www.businessesgrow.com](http://www.businessesgrow.com).

Slide 5 – Formula

Now this picture has nothing to do with today's presentation, but it's was cute and I thought you'd like it. However, the message here is very relevant and it's really at the heart of what we will be discussing today. Behind nearly every success story on the social web there are 3 important factors, targeted connections, meaningful content, and authentic helpfulness.

Without a doubt, Search Engine Optimization (SEO) and all of the other wonderful techniques you can learn through the Content Marketing Institute will help you climb the page rankings. But marketing through the social web is a little different. To succeed you need to be a little more, well, social. Let's look at an example of how targeted connections, meaningful content and authentic helpfulness create business benefits in real life.

Slide 6 – Cases

Whether you have a large business or a small one, look carefully at the successes you read about on the social web. I think you'll be amazed to find how consistently you'll find this pattern of targeted connections, meaningful content, and authentic helpfulness. This is a very important concept. So let's take a look at a case study.

#### Slide 7 – Case Study 1

And this story starts with me. I was watching a Steelers football game and doing a little work at the same time. I had Twitter turned on and tweeted “GO Steelers!” just to let my friends know what I was up too. A few seconds later I received a reply from Michelle Chmielewski, a graduate student at the University of Pittsburgh. She was telling me that she was also watching the game and cheering for our favorite team. Now I had never met Michelle before, but she had started following me because of our common interest in social media, business and marketing, so we had a built-in reason to connect. A few days later I received an email from Michelle. She just started her own blog and wondered if I would give her some feedback.

#### Slide 8 – Case Study 2

What I found really impressed me. Michelle was doing some cutting edge video blogging. She was funny, edgy and hip. Basically, all the things I’m not, so I wondered if she would be interested in helping me with a short video to describe my business that I could post on my website. She agreed to do it; in fact, I was her first video customer ever. In exchange for her work I was happy to provide her with a new HD video camera that would allow her to take her blogging to the next level.

#### Slide 9 – Case Study 3

Michelle’s video was a big hit and I wrote a story about it on my blog. I figured this would be a good way to give Michelle a little exposure and promote her awesome work. This was a way I was just being authentically helpful to Michelle, I wasn’t expecting anything in return and was happy to have a new business connection.

#### Slide 10 – Case Study 4

The blog post about Michelle caught the attention of my friend, Trey Pennington, who I had also met on Twitter. Even though he’s not a Steeler fan, I still liked him. Trey and I had become fans of each other’s blogs and had the chance to meet for lunch when I paid a visit to his home town. A few days after that, he sent me an email and asked me about Michelle and her cool video. He was working on his marketing professor radio program and wanted to feature her work. Michelle was getting a lot of publicity and was very quickly becoming a social media star. So now a great connection between Michelle and Trey was created, too.

#### Slide 11 – Case Study 5

At a networking meeting, a company in Pittsburgh told Michelle they were looking for some marketing help and asked her if she knew anybody who could help them. “I know just the guy to call,” she said, and she referred this new business to me. So now a business connection that started with interesting content was resulting in tangible business benefits.

#### Slide 12 – Case Study 6

After she graduated from college, Michelle accepted a job with Synthesio, a web monitoring company based in Paris. Synthesio was looking to expand in the United States and needed some sales and

marketing support. Soon, Michelle connected them to her new friend Trey, who accepted a position as their U.S. sales and marketing representative.

#### Slide 13 – Go Steelers!

You can see that this friendship resulted in some great business benefits. And how did it all start? GO Steelers! When you put together targeted connections, meaningful content and authentic helpfulness, you never know where it might lead.

#### Slide 14 – Formula Re-Visited

So as I said at the beginning of the presentation, on the social web, content by itself can rarely provide business benefits. Let's break it down and see how this formula worked for Michelle, Trey and I.

#### Slide 15 – Targeted Connections

Let's start with targeted connections. In this case, content resulted in business benefits only after we were on each other's radar screens. Before I'd ever read one of Trey's blogs, or viewed Michelle's videos, I was already in their tribes because of our shared interest in marketing, blogging, social media, consulting, and of course, football. So while you're focused on the science of content marketing, don't forget the social aspects too.

#### Slide 16 – Meaningful Content

In this case, the content that brought us together came in many forms. While most people think of content as blog posts, case studies of white papers, we also shared tweets, links and blog comments. We also used content as a way to connect and support each other, not just sell. I wrote about Michelle, Michelle made a video for me. Trey featured both of us on his radio show. We all support each other every day by sharing on Twitter, commenting on each other's blogs, and tweeting links. All three of us use content as the grease that enabled the business benefits machine.

#### Slide 17 – Authentic Helpfulness

And then, there's this aspect of authentic helpfulness. Although tangible business benefits resulted from these relationships, none of us set out to turn each other into a sales lead. The most successful connections on the social web are typified by respect, kindness and a genuine desire to support and promote others. Some of the ways authentic helpfulness was demonstrated in this case were giving Michelle feedback on her blog, Michelle helping me on a new video, featuring each other in our content, including blogs and radio interviews. And finally, we supported each other when it came to creating tangible employment opportunities.

#### Slide 18 – Business Benefits

Finally, business benefits are not necessarily just defined by money. I've connected with dozens of people through my content marketing efforts and realized many types of benefits.

## Slide 19 – Next Steps

So let's review some actionable steps you can take to start realizing business benefits through your content marketing on the social web. Start with your targeted connections. Link up with people who have common interests.

One great idea is to use LinkedIn. Look up your current contacts like the one shown here, they probably have a Twitter handle, listed like this. Another great source of targeted connections on LinkedIn are the many special interest groups featured on that platform. Twitter lists are another great place to find people who would be interested in you. There's a website called Listorious.com which is a great resource for Twitter lists. Twellow.com is the yellow pages for Twitter. It's the first place I send my students to find relative connections. Let's look at Twellow a little more closely.

## Slide 20 – Twellow 1

Twellow has a couple of wonderful features. First, you can search for potential new connections by title, industry, or interest. In this example I was looking for civil engineers. Now, I have a list of civil engineers on Twitter that I can follow right from this list.

## Slide 21 – Twellow 2

Another great feature is Twellowhood. By clicking on this tab you can find people in a geographic area. So, for example if you want to start building connections in Nashville, TN or many other places in the world, you can find them here.

## Slide 22 – Next Steps

After focusing on building your audience, expand your view of content. Think of it as a way to grease the business relationship engine. Useful content can be as simple as a helpful link, comments on a blog post or even status updates. Finally, remember to adopt that mindset of authentic helpfulness. Don't try to sell, develop relationships based on kindness and trust.

## Slide 23 – Further Reading

It's been great spending some time with you today and I hope you've enjoyed this presentation and that maybe it got you thinking in some new ways about content marketing on the social web. Here's some links to related articles if you'd like to learn even more:

I've enjoyed presenting to you today and I hope we'll remain connected through Twitter, where I can be found at @markwschaefer, or through my blog, which is found at [www.businessesgrow.com](http://www.businessesgrow.com). I hope to see you again soon on another great Content Marketing Institute presentation.