



*TAKING YOUR BUSINESS ONLINE*

<http://www.aykira.com.au/>

# AGENDA

- What the Internet *really* is...
- SME Social Media 101...
- Questions?

# WHAT IS THE INTERNET?

- 600m+ Web Sites
- 15 billion+ web pages
- 2.5 billion+ web domains
  - Who has an unused domain?
- 4 zeta bytes of information...
  - 4 Billion 1Tb hard drives.
  - By 2015 ~8 zeta bytes..



- 902 million online, +15% PA
- 1 in 7 of the world population
- Mostly developed countries...

*What are these people **really** doing online?....*

# 1) A SOCIAL MEDIA EXPLOSION !!!

- Photos (500M a day!)
  - Too many darn Cats!
- Social 'Mememes'
  - Harlem shake it!
- Videos
  - 100 hours/minute uploaded to YouTube
- Make an online social living...
  - EEVBlog.com



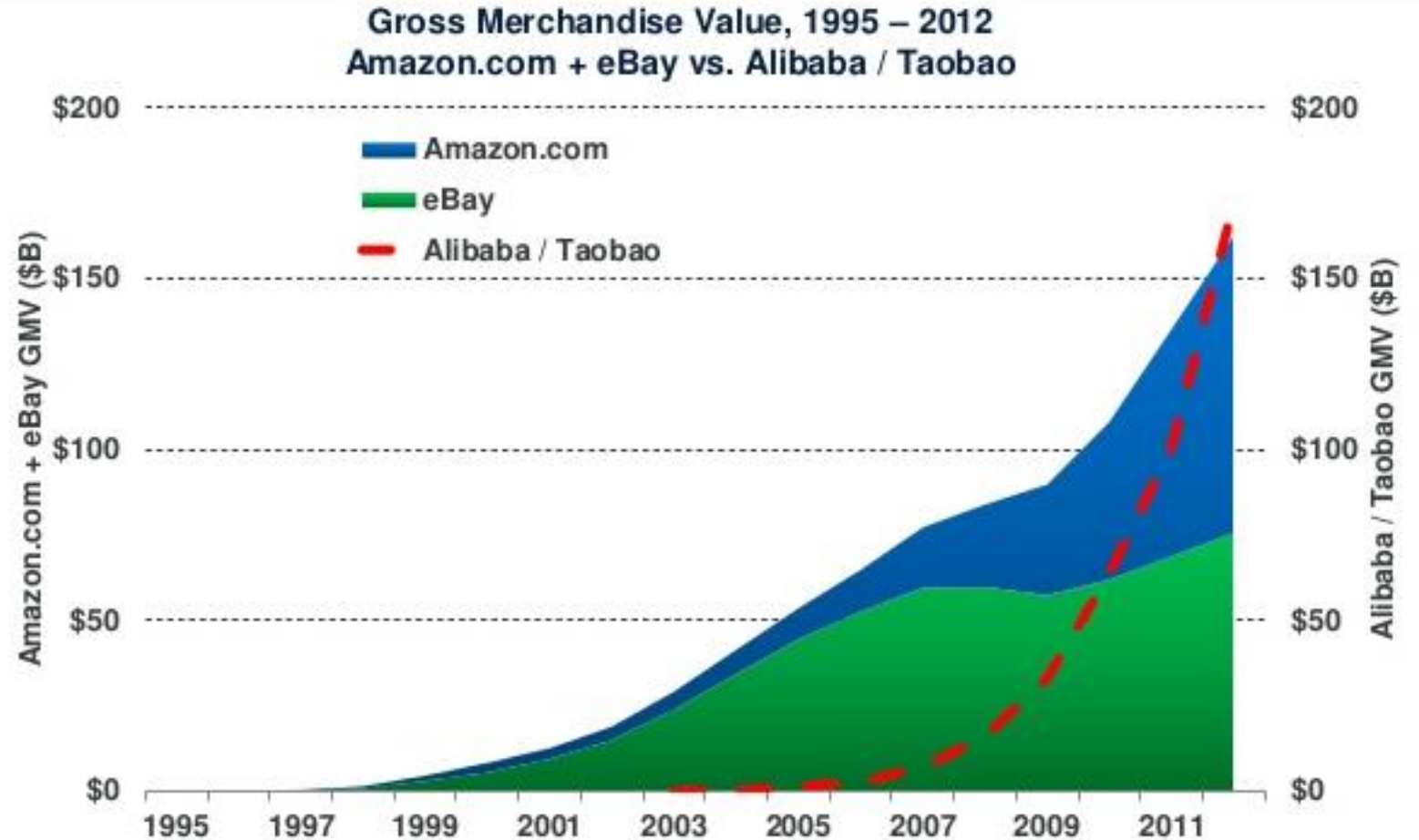
# MORE SOCIAL STATS - FACEBOOK

- 1.1 Billion users active a day
- **68% via mobile**
- 60% log on daily
- ~200 friends each
- 350M photos uploaded each day
- Liking
  - 2.7B per day
- Sharing
  - 2.5B per day

## 2) THE SPENDING EXPLOSION!

- LOTS being bought online
- LOTS now being bought from China direct!

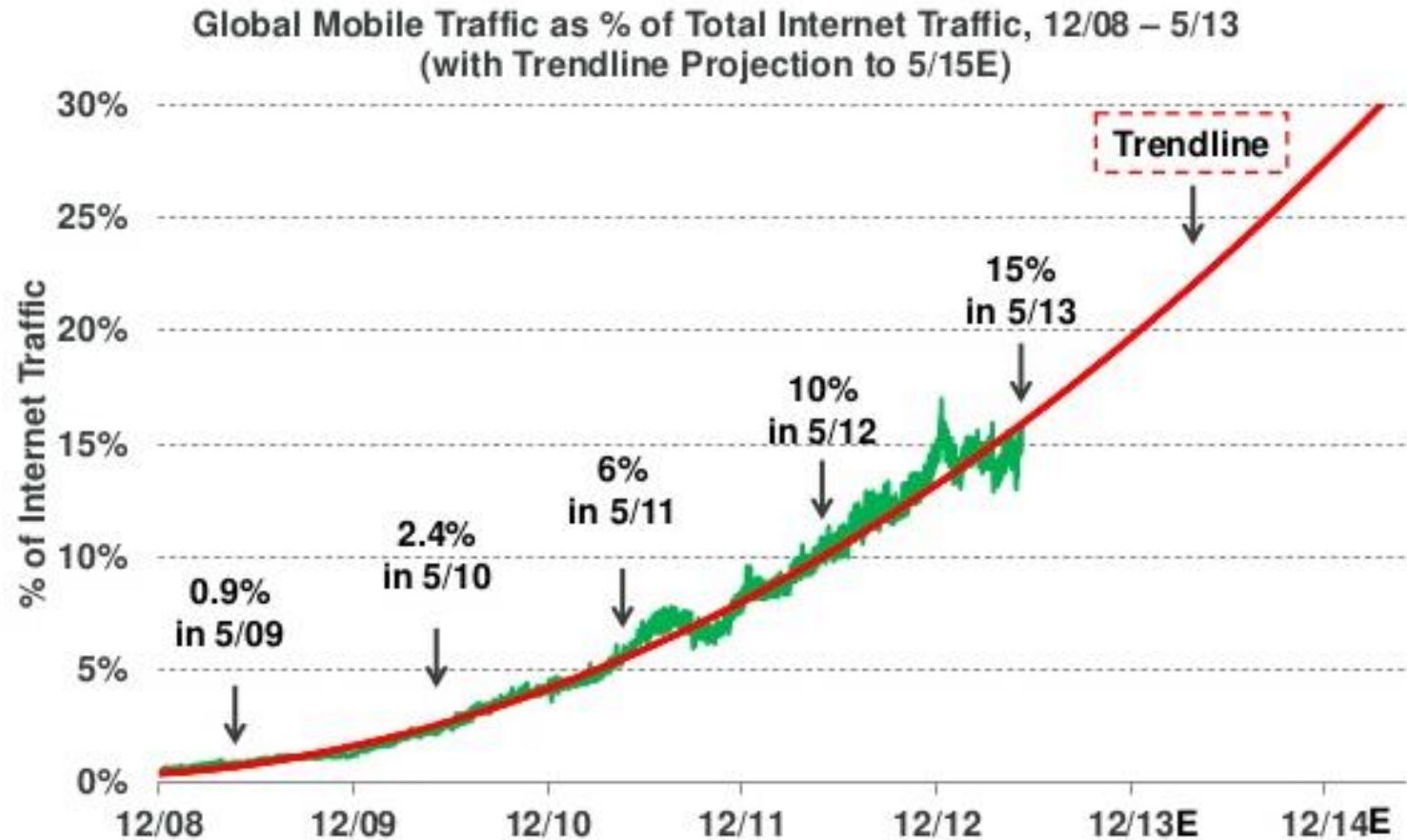
### Alibaba – Gross Merchandise Volume Surpassed Amazon.com + eBay, Q4:12



### 3) THE MOBILE INTERNET EXPLOSION!

- Smartphone Subs **31% growth per annum**
- By 2014 40% of all online traffic **will** be from mobile devices.

**Mobile Traffic as % of Global Internet Traffic =**  
Growing 1.5x per Year & Likely to Maintain Trajectory or Accelerate



**KPCB**

Source: StatCounter Global Stats, 5/13. Note that PC-based Internet data bolstered by streaming.

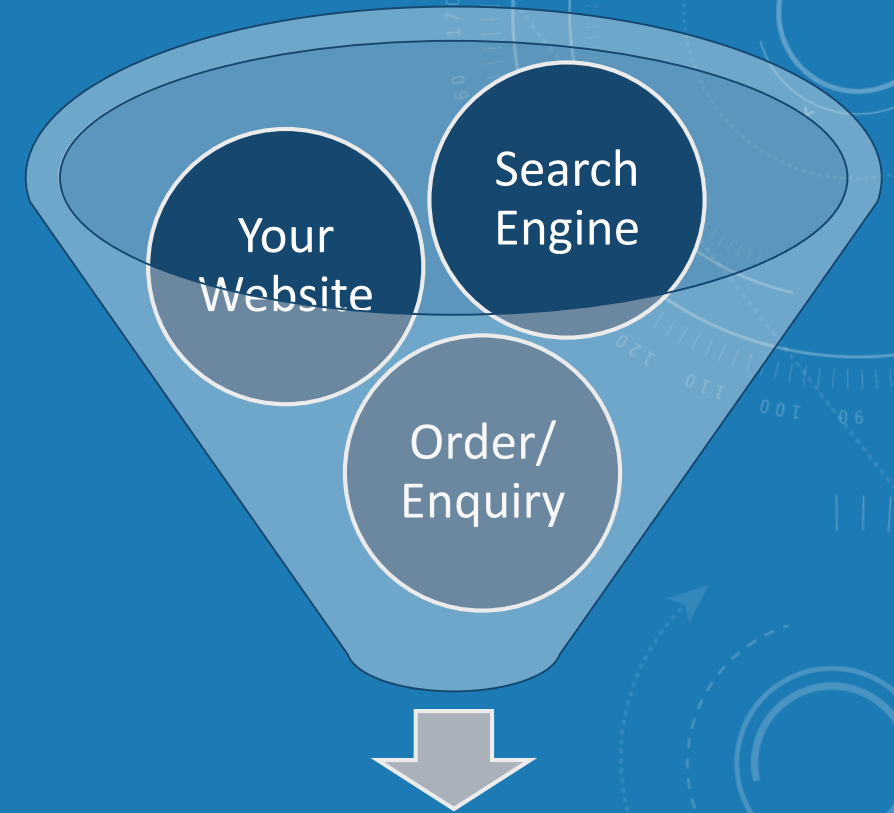
# WHAT IS SOCIAL MEDIA INTEGRATION?

- The ‘art’/’science’ of using social networks to get more traffic:
  - Actually more **relevant** traffic
- Which allows..
  - Your business to make more money online
- This is not SEO (or SEM)
  - Although an aspect of SEO but more dynamic
  - More about putting yourself in front of people on appropriate social networks



# WHY 'RELEVANT' TRAFFIC?

- Any old traffic won't do
  - i.e. pay \$1000 a month for hits from the 3<sup>rd</sup> world... *duh!*
- Focus on the conversion rate
  - 100 hits a day, 5% conversion rate
  - 1000 hits a day, 0.01% conversion rate
  - Which is better??
- It's all about the online funnel..



Conversion === Money!

# GETTING RELEVANT TRAFFIC

Relevant to whom?



# WHAT SOCIAL NETWORKS SHOULD YOU BE ON?

- LinkedIn
  - Key employees
  - Business Page
- Facebook
  - Key employees
  - Facebook Business Page
- Twitter
  - Single page
- Google Plus
  - Business Page
- Pinterest
  - Only if selling products / FMCG
- Any others?
  - For business not really

# WHAT SHOULD BE ON EACH SOCIAL NETWORK?

- **A LINK BACK TO YOUR WEBSITE !!!**

- Either in the body text or the specific website field

- Your company logo

- Including name and website URL (for those who can't find it)

- Brief description of what your business does

- Teaser to get them to click through

- Key Products and Services

• *AND....*

# CONCISE COMMUNICATIVE CHARMING CONTENT...

- **Yes, you need to write about things occurring in relation to your business or your area.**
- Google falls in love with fresh content:
  - It's timely
  - It's interesting, and,
  - People will click on it
- You want to write about something at least once a week.
- Ideally, at least twice a week.
- What **do** you write...???

# WHAT TO WRITE - ONLINE ODES, ODDITIES OR OBSERVATIONS?

- #1 Original content
  - Something you create (or get created) about a specific subject area that will be of interest to your clients (or better, **new** clients)
  - Testimonials & case studies
- #2 'Rehashed' content
  - Summary articles
  - Sharing other interesting articles or facts
  - Your 'business' POV

# THE ANGELIC ART OF ARTICLES...

- Well defined subject focus (title says it all)
- Has a beginning, a middle and an end. It should naturally 'flow' and be going somewhere... interesting...
- Avoid jargon, be funny and proofread!...
- Don't like write like with slang LOL – noob!
- Sprinkle the useful goodies through the whole article, keep 'em keen!
- Have a call to action at the end of the article (more info/contact).
- Have at least one image and see if you can throw in a video...
- Be aware of your SEO keywords...

# SOCIAL MEDIA NEWBIE HINTS & TIPS

- You can tie LinkedIn to Twitter to Facebook – one post on LinkedIn goes automatically to Twitter & Facebook.
- Like/Share your own posts!
- Don't write War & Peace per post – 500 to 1500 words
- Perform 'ambush' marketing (follow the news trends and pounce quickly).
- Operate a Blog on your website and share posts to the social networks
  - Best of both worlds, SEO and Social Networking.
- Keep a 'topic diary' and keep to a posting schedule.
- Take part in forums and online discussions – become a 'domain expert'.
- Put your social media details on your PR materials
- Operate a mailing list (mailChimp)



# ADDITIONAL RESOURCES

- [http://www.aykira.com.au/blog/49/How to Write Engaging Blog Posts/374cc](http://www.aykira.com.au/blog/49/How%20to%20Write%20Engaging%20Blog%20Posts/374cc)
- [http://www.aykira.com.au/blog/20/SEO don%27ts/3d324](http://www.aykira.com.au/blog/20/SEO%20don%27ts/3d324)
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