Welcome…

Social Media Essentials Boot Camp

#PSTM15 * @CosmeticSocial * @MoniqueRamsey * #LetsGrow
Meet Monique...

Founder and Social Media Horticulturalist - Cosmetic Social Media

Over 20 years experience: aesthetic medical practice management, marketing, training, and consulting

Certified Relationship Marketing and Social Media Strategist (2009)

- Winner 2013 PRSA Bronze Bernays Award for Best Social Media in San Diego for work with San Diego Crew Classic
- Winner 2010 #influenceSD Award for Best Social Media in Business
- Alert Press Top 5 Medical Practice Facebook Fan Pages
- Named on of 17 Top Facebook Pages for Small Business, 2012 (Fluxe Digital)

♥ music, ♥ USC, ♥ sports, ♥ spa days, ♥ shoes ♥ driving fast ♥ creative endeavors!
Welcome to a new era of marketing and service in which your brand is defined by those who experience it.

@BrianSolis

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I started panicking a few minutes ago.

I was like: don’t panic. Don’t panic. Don’t panic.
Over 40% of the companies that were at the top of the Fortune 500 in 2000 were no longer there in 2010.

~ RIP ~

Digital Darwinism kills rigid businesses dead.

Digital Darwinism is the evolution of consumer behavior when society and technology evolve faster than the ability to adapt.
87%

Percentage of all Facebook posts by fans that went unanswered.

source: locowise.com
Less Spam - More Relevance!

- more delight

Feel connected with brands same as with friends and peers

IF YOU TALKED TO PEOPLE THE WAY ADVERTISING TALKED TO PEOPLE, THEY'D PUNCH YOU IN THE FACE.

@hugh

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Customer Service Portals

- The new “norm”
- Medicine is no exception
- Expectation 30 minutes
- Facebook rewards those who respond quickly with a “Very responsive to messages” badge
- shows people which Pages respond quickly and consistently to private messages.
To get the badge: you must have achieved both of the following over the last 7 days:

- A response rate of 90%
- A median response time of 5 minutes

ON- Anyone can see it.
OFF - Only people who manage your Page can see responsiveness #’s

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Social media is about sociology and psychology, not technology.

~ Brian Solis

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• Give your knowledge freely (ex: exam room)
• Sharing not Selling
• Pay Forward / Give Back
• Upshot: cultivates brand awareness = big returns
Social Buzz…

15 Tips and Secrets For Social Media Success*

*Relationship Marketing
1. Social Intelligence

Are you listening?

* Billions of conversations.

**NEED TOOLS TO:**
Monitor
Listen
Prioritize
Engage
Learn
Adjust
Grow

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Dashboard Choices

NUVI, Hootsuite, Sprout Social, SocialOomph, etc.

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2. Research-Refresh-Reshare

- Research: Look for popular blog posts
- Refresh: Update with new info
- Re-share across all of your social media sites

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3. Facebook Native Videos

**FB Native Videos:**

FB = 60% of all video shares

40% better engagement than YouTube

2.5x higher click through rate (CTR)

10% lower cost per engagement

New Featured VIDEO on your page; create playlists on video tab

*Stats via SocialBakers & ReelSEO

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4. Facebook CTA

Call to Action (CTA) Buttons

“Shop Now”
“Download”
“Book Now”
“Learn More”
“Sign Up”

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5. Stop Being Pushy

Ad-like or overly promotional posts won’t get shown
FB = Cornerstone of your online identity
Bring your brand story to life
Genuinely useful info Customer service channel

I just love when marketers push self-gratifying messages across social media. - Said No One Ever

OCT 2014: 1 billion ppl. visited FB PAGES (75% from a mobile device)

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6. Event Subscriptions

Gather a Community for your Events
People can now subscribe to your Page’s events. Subscribers will be notified when you host events near them, without the need to invite them.

Learn More  Get Subscribers
7. Slideshare

slideshow.net/moniqueramsey

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8. Twitter

- Real-time tweets in search results
- You need to be on Twitter, period
- SEO boost likely

790 million tweets per day; fastest growing demographic is 55-64 year olds!
• Use hashtags to get found & increase engagement by 20%
• Trending topics – but beware (relevant)
• Upload photos directly
• Use humor & emotion
• Use a dashboard
  • identify power user
  • track trends
  • metrics

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#9 Instagram

LASER ALL THE THINGS! PEW! PEW! PEW!

150M  Monthly Actives
60%+  People Outside U.S.
16B  Photos Shared
1.2B  Likes Daily
55M  Average Photos Per Day

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10. Google+

WHY YOU NEED TO BE HERE

The correlation of social metrics with better rankings remains high, with recommendations and related signals from the social graph strongly related to good Google rankings.

Stay here & create content

No promoted posts - clean +1’s help are #3 with search ranking factors
Comments on G+ are shown LIVE in GOOGLE NOW REVIEWS

*Source: SearchMetrics Ranking Factor Study 2014
Company Updates:
Authentic
Relevant
Brief
NO EXCESSIVE posting
NO OFFENSIVE posts
(before/afters)
Don’t Forget:
Consistent branding
“Showcase Pages” for features (up to 10)
Use keywords

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12. Use Ratings in Your Social Media Posts

"I was highly satisfied with every aspect that can be controlled by personnel. The surgeon & her staff were flawless."

- breast augmentation consultation, Dr. Saltz

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• 4th largest traffic driver worldwide
• More affluent & they spend more $$$
• Shopping & discovery frame of mind
• More than 70% use Pinterest to get inspiration on what to BUY (vs. 17% of FB)
• Over 80% of all pins are RE-pins = viral = long life!

Sources: Melanie Duncan, Clicz.com, Social Media Examiner
DO – 1/30 Rule

Pinterest – Create Boards
https://www.viraltag.com/ for auto-pinning / IV drip method ;)

DON’T

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14. My Reading List

Books:

• Brian Solis: What’s the Future of Business
• Jay Baer: Youtility: Why Smart Marketing is About Help Not Hype
• Guy Kawasaki: Enchantment: The Art of Changing Hearts, Minds, and Actions
15. Remember 1 Thing

the best businesses begin with EMPATHY.

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Questions?

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