



**heart internet**  
Reseller webinars

# Using Social Media To Sell Web Hosting

[www.heartinternet.co.uk](http://www.heartinternet.co.uk)

# Overview

1. Why use social media in your marketing mix?
2. Pros & cons of using social media as a business
3. 4Ps of social media marketing & integrated social media
4. Getting people to interact with you
5. Turning followers into sales & monitoring performance
6. Q&A



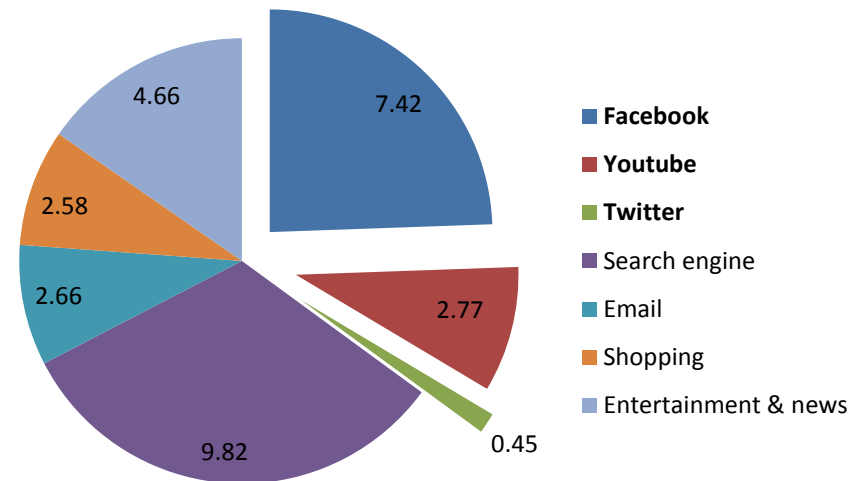
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# Why should social media be part of your marketing mix?

- “Social sharing now produces an estimated 10% of all web traffic and 31% of referral traffic to sites from search engines and social networks.” *Source: Starcom MediaVest Group and Rubinson Partners*
- “88% of Brits use social networking sites” *Source: eMarketer*
- “40% of respondents clicked the 'like' button for, or 'liked', a company, brand or association on Facebook to receive discounts and promotions.” *Source: ExactTarget*
- “61% of small business owners use social media to identify and attract new customers” *Source: Small Business Success Index*
- “More than half of UK consumers would be glad and feel as though they were being 'listened to' if a company responded to issues that they posted on microblogs.” *Source: Fleishman-Hillard and Harris interactive*

Top 20 most visited website categories as a % of the UK's total traffic



Source: Hitwise

# What do you want to use social media for?



Building a community around my brand



A new customer support channel



Driving sales and referrals



Building closer relationships with customers & brand advocates

# What are the Pros & Cons?

## Pros


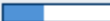








- ✓ One on one relationship with customers
- ✓ Position yourself as an expert
- ✓ Distribute offers & deals instantly
- ✓ Increased sharing & word of mouth potential
- ✓ Very little direct financial investment

## Cons

- ✗ Not a “fire & forget” option
- ✗ Requires time to be dedicated to it each day
- ✗ Public airing of any issues (service & technical)
- ✗ Can lose control of the conversation

# Which social networks to use?

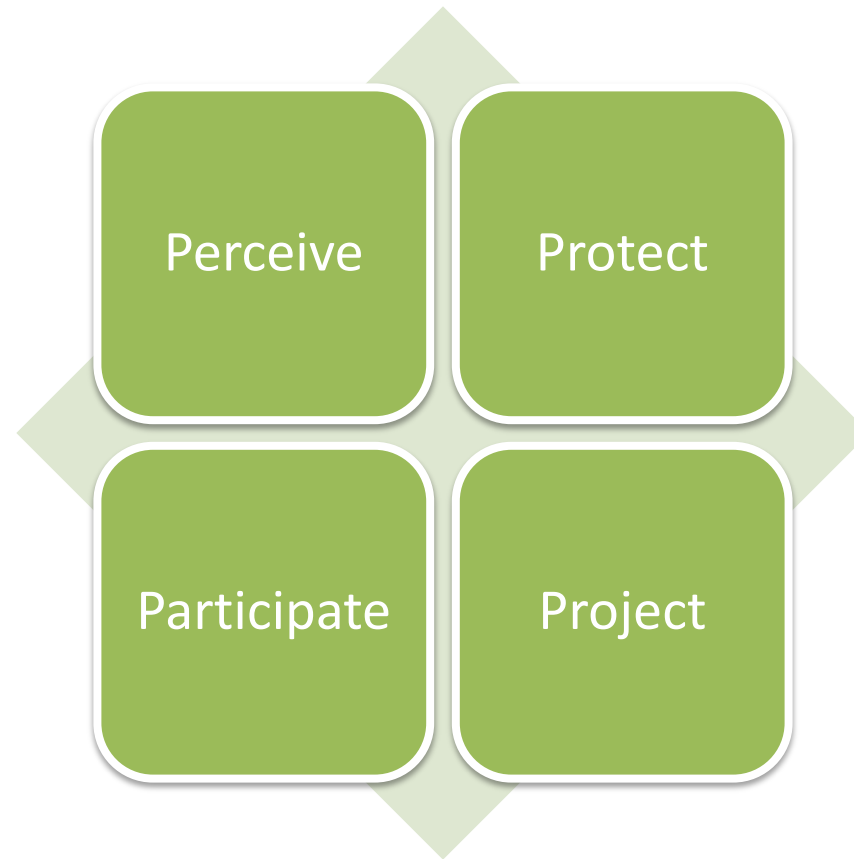
Share of visitors going to websites within the social networking category (UK)

Rank	Website	Visits Share
1.	Facebook	53.43% 
2.	YouTube	19.94% 
3.	Twitter	3.22% 
4.	Yahoo! Answers	1.22% 
5.	Gumtree	1.04% 
6.	YouTube Mobile	0.99% 
7.	Tumblr	0.79% 
8.	Yahoo! UK & Ireland Answers	0.78% 
9.	LinkedIn	0.78% 
10.	Moshi Monsters	0.44% 

Source: Hitwise



# The 4Ps of social media marketing



Adapted from <http://net-savvy.com/executive/social-media/4-ps-for-social-media.html>

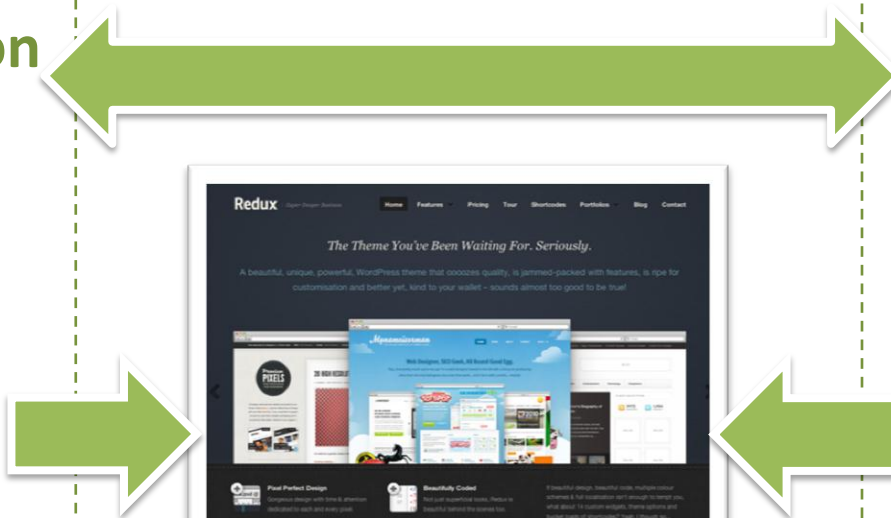
# Integrated social media marketing

Content creation



WORDPRESS

tumblr.



Sharing & discussion

twitter

facebook

LinkedIn



# Social media action plan

## 1. SMART goals

What you want to achieve?

## 2. Market data

What are the trends to react to & competitors to follow?

## 3. The tools to use

Which tools will help you achieve your goals?

## 4. Integrated marketing & measurement

How do they fit in with your current marketing goals, and how will you measure success?

### Tie Social Media to Your Business Goals

1

Business Drivers	Goals
<ul style="list-style-type: none"> <li>New customer sales</li> <li>Revenue</li> <li>Leads</li> <li>Customer retention</li> <li>Customer support</li> <li>Customer satisfaction</li> <li>Brand awareness</li> <li>Build a community</li> </ul>	Increase new customers by X% Increase revenue by X% month on month Increase sales enquires by X per quarter Reduce customer churn by X% Reduce support tickets by X in H2 Increase average NPS to 8 Increase brand searches on Google Increase blog & forum comments by X per day

### What to follow

2

What to Follow	Specific to Your Company
Industry trends	
Key words and search terms	
Influencers to follow	
Competitors	

### Pick the Tools to Fit Your Goals

3

Tool	Purpose and Strategy	Rank Priority (from 1-3) Focus on 1 and 2
Monitoring Tool	Listening and measurement	
Corporate Blog	Thought leadership, depth, engagement, linking & guest posts	
Twitter	Headlines, engage, sales, solve service issues, competitor insight	
Community	Customer driven, customer care, sourcing trends	
Facebook	Social, friendly, recruiting, link to community and blog, video	
LinkedIn	Engagement, networking, recruiting	
YouTube	Amazing stories, brand awareness	
SlideShare	Content sharing, thought leadership	

### Measure in Conjunction with Marketing Goals

4

Goals	Social Media Output	Tools/Tactics to Measure
*Faster, better insight/information	Conversation monitoring, customer feedback	100s of listening tools Customer community search.twitter.com
*Awareness, thought leadership	# of people reached	Unique site visitors Twitter followers Blog comments
*Faster, better sales	# of interactions	Your CRM system Leads Deals Revenue
*Customer support, satisfaction	# of issues addressed	Your CRM system Twitter
*Faster, better development	# of ideas implemented	

# Heart Internet's positioning one sheet

## **What we want:**

Our aim is to create a community based around the Heart Internet brand through a single, cohesive and integrated strategy across all channels.

We will provide a personality behind the business, positioning ourselves as web hosting experts, by actively engaging in conversations with our customers and prospective customers, as well as communicating new features, promotions and prizes.

## **What we don't want:**

We must not use social media to open up new support channels nor seek out customers complaining about their current web host to sell our services.

All conversations should be positive and remain on topic and avoid getting in to tit for tat conversations. At no times must we use the mediums purely for a hard sell.

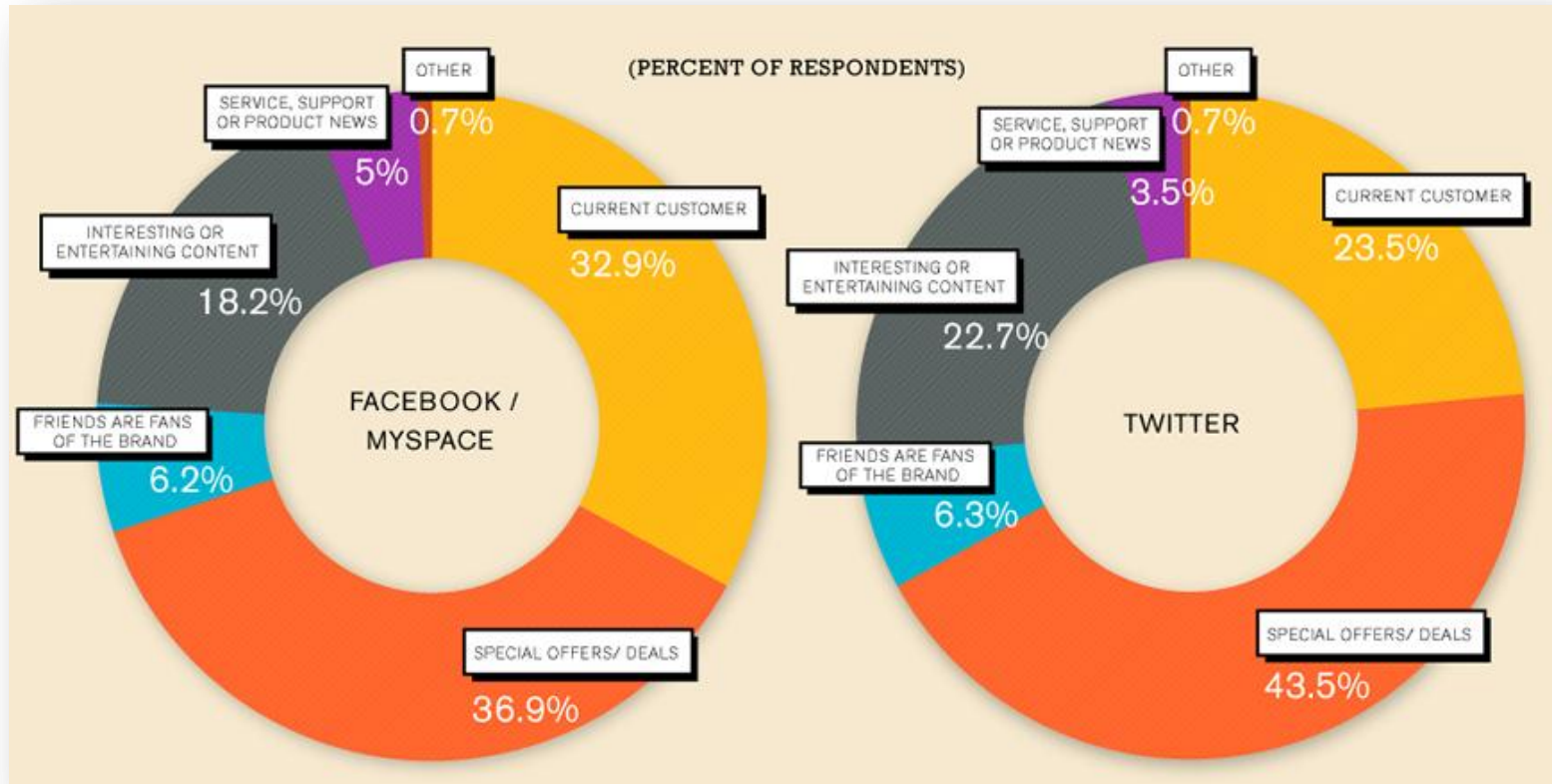
## **Twitter**

- Instigate discussion and conversations surrounding topics associated with our target audience
- Share useful links/resources from 3<sup>rd</sup> party websites
- Announce new blog posts, features, promotions and prizes
- Run exclusive campaigns and promotions

## **Facebook**

- Personalise Heart Internet with pictures, updates and personal contact
- Increase engagement with the brand
- Integrate other media (e.g. YouTube, blog etc.)
- Offer exclusive promotions and resources

# What makes people want to follow a brand?



# Getting people to interact with you

Rewards	Discussion	Sharing	Awareness
Like us/follow us to enter prize draw	Run polls	Blog articles	Your website (live feed and/or icons)
Joint promotion with another website	Ask open questions to initiate a debate	Free resources (e.g. templates, icons etc.)	Email footers & forum signature
Discount codes exclusively for followers	Respond to other people's questions	Interviews	Newsletter
Rewards system, e.g. <a href="http://www.punchtab.com/">http://www.punchtab.com/</a>	Use follow up questions/opinions to continue interaction	"Please RT"	Your blog
Reward active brand fans	Hashtags to organise/track topics	Discount codes for new customers to share	Welcome email
Refer a friend rewards	Use your blog content	Useful 3 <sup>rd</sup> party tools and links	Interaction with industry leaders

# Turning followers into sales

## Simple

- Retweet positive comments
- New product/ feature announcements
- Reply to all sales enquiries quickly
- Link to case studies & testimonials
- Ask for feedback on what new features & offers they want

## Intermediate

- Exclusive discount codes & short term offers
- Crowd source deals
- Contact people asking for hosting & domain name recommendations
- Offer an exclusive version of your hosting

## Advanced

- Integrate with an affiliate program
- Register domains directly through Twitter (use Twitter & Heart Internet APIs)
- Integrate a shopping cart in to Facebook (e.g. [www.pavymnt.com](http://www.pavymnt.com))



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# Monitoring performance

## The tools



hootsuite.com



tweetdeck.com



twittercounter.com



google.com/analytics

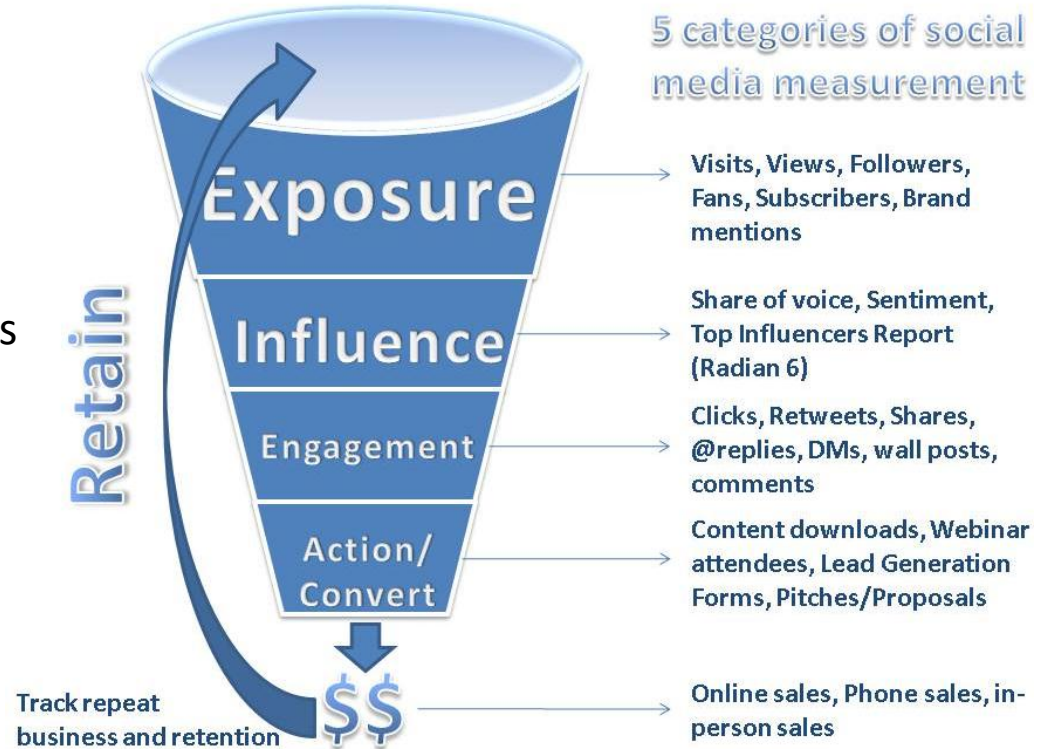


bit.ly



Postrank.com

## The metrics



Source: [www.socialmediaexaminer.com](http://www.socialmediaexaminer.com)

# Questions & Answers

Note: The presentation slides & webinar will be made available via our blog in the coming days.

[www.heartinternet.co.uk/blog](http://www.heartinternet.co.uk/blog)