

BLKMGK Presents:

*The 7 Deadly Sins of
Social Media Marketing
for Business*

*... and what you can do
to help your customers
buy more from you*

-AJ Kulatunga -
www.blkmgk.com.au

The 7 Deadly Sins of Social Media Marketing

Welcome to the New Social Economy



You're probably wondering about this whole Social Media Marketing thing that's going on in the world today and how you can take advantage of it for your own business. While there are plenty of facts and figures out there that show the development of Social Media tools like Facebook and Twitter, let me tell you how the Social Media revolution began from a non technical point of view.

For many decades we have been living in the *Transaction Economy*, where companies held the power in the market place by controlling the products and services consumers bought. They dictated the price and constantly shoved their "**me Me ME, Buy My Stuff Now!!!**" advertising down our throats.

Over the years consumers got sick of that garbage and started to rebel by talking amongst themselves about other options to buy products and services. Small businesses grew to cater to these new customers and little by little companies lost their power as we entered into the *reputation and relationship economy* or as I like to call it the *New Social Economy*.

In this economy, *people love to buy but they hate being sold to*. If you want your business to succeed in this economy, then you have to learn to use Social Media channels such as Facebook, Twitter, LinkedIn and YouTube etc, to participate in conversations with the people in your market. This is how they will begin to know, like and trust you enough to buy your products and services.

Having said that, there's a little bit more to it than just setting up your Facebook and Twitter accounts, and pumping out content. You *really* have to think about a Social Media Marketing Strategy otherwise you're just going to end up like those thousands of other businesses out there who just don't understand Social Media Marketing and miss out on selling more.

In fact, if you refuse to use Social Media as part of your marketing but your competitors end up embracing it, then you'd better start planning your retirement **RIGHT NOW!**

But if you're not ready to retire yet, then let me share with you the most common mistakes that I see business owners make with their Social Media Marketing, or as I like to call them:

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At the end of this guide you will find a little bit of information about me and my company and how we transform business owners like you into Social Biz RockStars that know how to succeed in the *New Social Economy*.

So if you'd like to learn more on how to leverage Social Media Marketing for your business let's get started.

Nothing but success to you! - AJ~

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Sin #1 – Not Getting the Social & Marketing Balance Right in Social Media Marketing

There are three words in “Social Media Marketing” yet I see businesses turning this into a two word sentence all the time.

They either do “Social Media” and constantly put out social messages that help them make lots of friends but never any customers.



Or, they'll do “Media Marketing” and not be social at all. This most commonly turns into the “Buy My Stuff NOW!” syndrome that I keep talking about.

To be successful in Social Media Marketing all of your communication needs to have a balance between social messages and marketing messages.

In the Social Economy the best way to market yourself is to demonstrate your knowledge by teaching your community.

A great example of combining social messages with education messages comes from Small Business Sales Coach - Fran Pratt aka [@Metisans](#):



Metisans Frances Pratt

Happy Friday twitterers ... hoping the sun is shining on you today :)

11 Nov



Metisans Frances Pratt

Sales is about facilitating a great working solution for those that want help> They buy when they think it will work #salestip #in

11 Nov



Action Time!

Review all of your Social Media messages over the past week. How many were social? How many were teaching your community something valuable? Try to achieve a 50/50 balance to start with then tweak as you get to know your community better.

For example “Hey Helen, great dress!” is very social and might be brilliant if you were a dress shop talking about one of your customers. But if you were an accountant then this isn't going to anything for you. Make each of your messages count!

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Sin #2 - Forgetting the “Real People, Real Conversations” Philosophy



“Real People, Real Conversations” has been my Social Media Success philosophy since I entered into the world of Social Media three years ago.

While the concept of “Social Media Marketing” is relatively new, the reality is that social marketing has been around for centuries. Think about a time when the world had no computers. How on earth

did businesses sell goods and services?

The answer is that real people had real conversations and told each other about products and services around town. You might know this as word of mouth marketing or word of mouth referrals.

Well that is the whole idea around Social Media Marketing today. I don’t know why people get all hung up with Facebook, Twitter, LinkedIn and YouTube. They are all just channels for word of mouth marketing, but unlike the old days, you now get to be creative with your “words”.

So whatever you release on your Facebook Page, Twitter or even your blog **ALWAYS ALWAYS** keep in mind that you are having a REAL conversation with a REAL person.

Don’t insult them by treating them as meaningless buyers of your products and services and force advertising messages down their throats.

If you take away *nothing else* from this guide but the “**Real People, Real Conversations**” philosophy, beautiful things will start to happen in your business!



Action Time!

Go through 10 of your last Facebook Posts and 20 of your last Tweets. How well are you following the “Real People, Real Conversations” philosophy? Change your messages and you’ll see a higher level of engagement with your community.

Sin #3 - Not Using Your Social Voice

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Companies pay thousands of dollars to marketing agencies to come up with what is known in the industry as a “Social Voice”.

Have you ever noticed how certain companies always produce the same sort of advertising? The best example of this was the “[The Man Your Man Could Smell Like](#)” from men’s fragrance company Old Spice.

Old Spice did some market research that indicated females were the most popular buyers of men’s body-wash products and came up with the idea of “Old Spice Man” played by actor [Isaiah Mustafa](#).

The “Old Spice Man” character talks and behaves in a certain way to connect with Old Spice’s female demographic.

In my [online social media training program](#) - Social Biz Success I teach my students how to come up with their own Social Voice for their business.

It’s all about spending time within your market and looking at your competitors on how they structure the content on their website in terms of the style and tone of their language.

When you start to analyse enough of your competitors then you will see patterns emerging and all you have to do then is to replicate those language patterns in your own marketing material.

The trick is to be *congruently authentic* throughout all of your communications and that’s where most businesses fail. They slowly creep in a few “Buy My Stuff NOW!!!!” messages instead of using their social voice to engage their community to know, like and trust them enough to buy their products and services.



Action Time!

Think about your best customers. Where would they meet up during the day? At a bar or cafe? If they were discussing your types of products and services, what would they say to each other? How would they say it? If you were to enter that conversation, what would you say and how would you say it? This exercise will give you an idea of what your Social Voice should sound like. Then you need to start using it on all of your Social Media channels. Be congruently authentic!

Sin #4 - Trying to Stand Out From the Crowd Without Being A Part of That Crowd In The First Place



So many business experts talk about how important it is to stand out from the crowd but they forget to mention that you need to be a part of that crowd in the first place! This is especially true in the online world.

So many businesses think their website is fantastic and that people will flock to it in droves but the reality is that there are billions of websites out there and the chances are your website won't be on anyone's radar.

To combat this problem, most small business owners have fallen in love with Search Engine Optimisation (SEO) and think that by getting ranked #1 on Google they will get millions of customers buying their stuff and beautiful things will start to happen.

Don't get me wrong. There's nothing wrong with SEO at all and in fact Social Media Marketing uses some components of SEO already. What makes them different is where the magic lies.

SEO is all about influencing a computer algorithm to elevate your website status. On the other hand Social Media *influences people* to become a part of a community that loves your products and services and wants to buy from you over and over again.

The Social Media way involves you spending time to analyse your market and understand your competitors better to see how you can get involved in the industry. This means contributing to other communities by posting comments on blogs, Facebook pages and having *conversations* with other market players on Twitter.

Once you become part of a community within your market then it's very easy to stand out from the crowd and position yourself as a market leader. Trying to stand out from the crowd without first being part of that crowd is just simply a waste of your time.



Action Time!

Go find the top blogs in your market. Look for the associated Facebook Pages and become a fan of them. Look for the author's Twitter accounts and start follow them. Start participating in these conversations and you will slowly become part of the crowd.

Sin #5 - Not Understanding Value

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In the old school Transaction Economy discounted prices got you heaps of attention but in the New Social Economy it's all about value.

You have to be constantly providing value to your community of hungry buyers but I see a lot of business owners produce content that shows they are clearly disconnected from what their community perceives to be valuable.



In general, when you ask “what is value?” you might think in terms of something that is “worthy and significant” or perhaps something that is “relevant and useful” to you. Those are all correct but let me tell you where the gold lies in seeking an answer to that question.

Value is all about managing expectation. Your customers and clients within your market will have expectations of what they consider to be valuable and you need to constantly be meeting these expectations by providing content to them that they find valuable, not what you think is valuable to them.

The easiest way for you to add value to your community is to ask them what they would find valuable. You can set up a quick survey using *free tools* such as [Google Docs](#) or [Survey Monkey](#) and include these in your email marketing sequence.

I did this for one of my [Youth Motivational Projects – Stop Working Smarter](#) and the results were fantastic because my community told me things that I never would have thought of in the first place. They are making my life easier to provide value to them simply by asking them what they find valuable. I love it!!!



Action Time!

Go survey your best customers. Find out what they perceive to be as value in your market. Once you gather that information, think about how you can incorporate their level of value into your Social Media Marketing.

Sin #6 – Building an Empire on Someone Else’s Property



I have a lot of conversations with business owners who have jumped on the Facebook bandwagon and gotten fantastic results in sales. They now feel as though they don't need any other forms of marketing and are dumping all their dollars into Facebook campaigns and Facebook advertising. Worse yet, they are thinking about getting rid of their website!

This is one of the deadliest mistakes anyone can make in the **New Social Economy** because it means that you're putting all your eggs into one basket. And worse yet, it's a basket that you have no control over!

Years ago, internet marketers would make thousands of dollars by putting up Google Ads which linked to some real dodgy sales websites. They didn't need to worry about the content on these websites because Google would just send a tonne of traffic to their websites day after day after day and they would make some money off most of the traffic. And then one day Google changed their search algorithm to reject pages with rubbish on them.

Most of those internet marketers were in real trouble because now their sites didn't rank in Google, which meant no traffic, which meant no sales, which meant no income, which meant creating a resume and going job hunting.

These internet marketers made the mistake of building their empire on something they had no control over. Think about it, would you build an investment property on someone else's land? Hell no! Yet businesses do it online all the time.

What you should be doing is posting all of your best stuff on your website or your blog because you have complete control over it. Then you use Facebook and Twitter as marketing channels to take your content from the blog out to your Social Media communities. A bit of planning and a solid Social Media Strategy will allow you to leverage Social Media in the right way without worrying too much about Google's ever changing search algorithm.



Action Time!

Think of 10 articles you can write about suitable topics for your market/industry and start releasing them as blog entries. Then post a quick summary of them on Facebook and/or a link on Twitter to your blog.

Drive traffic back to your blog or website whenever you can because you are in complete control over it. Don't build your empire on someone else's property!

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Sin #7 - Using Tactics Instead of Strategy

Every time I speak to a business owner who feels they are not getting anywhere with their Social Media Marketing, I ask them if they have a Social Media Marketing Strategy in place for their business. Nine times out of ten they will say no. And this means they're guilty of Sin #7.



If you're not getting results from your Social Media Marketing then chances are you are using random tactics to get followers and fans here and there without having a solid Social Media Marketing Strategy in place for your business.

There is a major difference between strategy and tactics. Strategy relates to planning whereas tactics relate to doing. Think of a tactic as a single thing that would do in order to complete a short-term goal. For example in war, a tactic would be to eliminate the enemy's ammunition supply.

Strategy on the other hand is the science of planning and directing operations to achieve an overall goal. A strategy to win a war would be to eliminate a variety of enemy items including destroying ammunition supply dumps, capturing enemy territories and preventing the enemy from attacking your own territories.

When you have a clear strategy in place, you organise your tactics into a precise approach to help you achieve a particular objective.

For example, *Business A* and *Business B* both want to increase their sales during Christmas. *Business A* adopts a solid Social Media Strategy for their business and includes utilising their blog, Facebook and Twitter to help them build up a community of hungry buyers. Their tactics include releasing a bunch of content on all three platforms that direct people back to the sales page on their website.

Business B on the other hand doesn't have a strategy but notices *Business A* posting stuff on their Facebook Page and immediately thinks that's how they are making money this Christmas. They do the same thing on their own Facebook Page but end up not making any sales.

Business A celebrates its success by going on a beautiful holiday cruise over the New Year break while *Business B* spends New Year wondering what went wrong.

A well thought out strategy outperforms a bunch of random tactics any day!



Action Time!

Write down your top five business goals for this year and think about how you can use Social Media Marketing to achieve them. This will get you to start thinking strategically instead of just using random tactics here and there.

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Meet AJ Kulatunga from BLKMGK

Hi I'm AJ Kulatunga and I'm the Director of BLKMGK, where we help business owners like you, to get more out of your Social Media Marketing.



“People love to buy....but they hate being sold to!”

Successful Social Media Marketing isn't just about posting random stuff on Facebook and Twitter.

It's about having a clearly defined and well thought out Social Media Strategy that builds you a community of raving fans and followers that love your products and services and *want* to buy from you over and over again.

BLKMGK's been around since August 2005 and over the years we've evolved from Information Technology Consulting to Website Design and Development.

Now we only specialise in Social Media Strategy and help traditional brick and mortar type businesses transform their marketing material into something more Social Media friendly.

We've got a variety of ways to consult, coach and teach you how to develop a winning Social Media Strategy for your business, *regardless of what industry you are in.*

If you've got Facebook and Twitter set up but aren't getting any sales through them, email, tweet, call or visit our website and we'll help you *build your own community of hungry buyers* who love your products and services and want to keep buying from you over and over again!

For interviews, guest blog posts or consulting::

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Twitter: [@ICT_Guru](https://twitter.com/ICT_Guru) | <http://www.blkmgk.com.au/>

Want More Training?

Now that you know exactly what **NOT** to do with your Social Media Marketing, I want to give you a list of things that you **SHOULD** be doing with your website to help your Social Media Marketing.

It's called my *Social Biz Checklist* and it's something only my **Social Biz RockStars** get access to through my online [Do-It-Yourself Social Media Strategy program](#).

The checklist has 7 items on it that I feel every business website must have these days in order to succeed in the New Social Economy and forms the basis of all the website audits that I do as part of my [Social Media Consulting services](#).

Social Biz Checklist	
www.socialbizsuccess.com	
Work through these seven items on your Website and your Social Media Sites like Facebook, Twitter, LinkedIn etc and see how "Social" you really are:	
1	I have a blog that focuses on giving people information about their problem rather than selling my stuff <input type="checkbox"/>
2	I have a video on my website that isn't a commercial <input type="checkbox"/>
3	I have testimonials with photos or videos <input type="checkbox"/>
4	My website's "About Us" page has a friendly and professional looking photo of me <input type="checkbox"/>
5	My website has Social Media sharing buttons (eg Facebook, Twitter etc) at the top or middle of the main page <input type="checkbox"/>
6	My Social Media sites have meaningful and engaging content that sparks conversation amongst my fans or followers? <input type="checkbox"/>
7	The content of my website speaks to my customers like real people instead of trying to sell stuff to them. <input type="checkbox"/>

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To get my *Social Biz Checklist* head on over to www.blkmgk.com.au/social-biz-checklist and enter your details in there and I'll send you a copy. It's **completely free** so you can get started on revamping your website to make it more Social right now!