

**Social Marketing:**  
**5 Keys to Mastering it in Your Business**  
Monday conf call 2/14/11

**Mannafest 2011 Registration: March 10-12 – Check out**

<http://mannafest.mannatech.com/>

**Tuesday Night Live ---Sam Caster – Tuesday at 7:30 PM at Mannatech  
Corporate offices or [www.mannatechlive.com](http://www.mannatechlive.com)**

**Happy Valentines Day**

**"Presenting Yourself Online" ...by Jackie Ulmer**

Intro:

We all acknowledge how social media is changing the world. It has had a major impact on network marketing as well. Here are five principles to master to be successful in mastering social marketing:

1. Don't make social media your entire business
  - a. Follow the set Business Plan: build your names list, contact invite present and follow up. Also, always be active in lifestyle marketing.
  - b. This allows your business to grow as you dedicate X hours per day to online marketing.
  
2. Don't hide behind the Internet
  - a. It is a tool for connecting so if you are not connecting, then you don't belong on.  
Some people expect online automation to "do it for them."  
This is a business all about relationships and no one wants one with a robot!
  - b. Once connect online, take next step: Connect through phone calls or face-to-face.  
Establish yourself as a professional, and more importantly, as a human being.
  - c. Limit your online time to 30-60 minutes per day. That should be plenty. Too many get caught up in online tools which "eat your lunch."
  
3. Know the Difference between Marketing and Advertising
  - a. She networks online the same way she does at say a cocktail party. Just as you would not walk in a party yelling out about your business, don't hit online with that same approach.

b. People online are just like who we meet on the street...how open are they to direct advertising? Exactly.

1) Get to know people, have a genuine interest in them...

2) Result; they will seek out information about you

You can market and promote yourself without ever mentioning your business or products by name.

#### 4. Keep it Social and Engage your Audience

a. Remember, Twitter, Facebook, and You Tube are social sites...people are not there to be sold.

Think about what happens at a social luncheon: people are there to enjoy their time not to be sold. Same with online.

You want to be sharing more socially than commercially.

b. List your areas of interest: travel, cooking, hiking, biking, sewing, etc. Create engaging conversations with people who have like interests.

Just like offline, when we try to find things that we have in common to build a relationships, same is true online.

From common interests come incredible interaction...now you are on track.

#### 5. Develop a Consistent Message and Brand

a. Concept of "branding yourself" is many times misconstrued and misunderstood as it relates to online marketing.

SIMPLY: if your best product is "you" then your brand is what makes you stand apart from others.

b. What are your unique strengths?

c. What is your unique asset?

d. Your goal in developing your brand: define who you are and your message you want to deliver to your audience.

Once this is defined, then you want to maintain a consistency with this message in all your communications on line.

Your social media profile, status updates, and content (articles, notes, videos you write/create) must remain consistent.

e. Recognize how important your profile is as part of your brand. On your profile page:

1) Who you are and what you do without mentioning your company or products

2) What challenges you solve and who or what you are looking for online.

- 3) Refrain from advertising and from any hype.
- 4) Use keywords and content that intrigues your audience to want to find out more.

Your idea is not to sell on your social site, but get others to be intrigued and then go to your business site because they want more information.

Summary: On social sites, others judge and evaluate you based on the value you bring to the conversation.