

Business Social Media Service

Position Statement

AllyMark believes that every business must make a determination of how it will participate with social media. When you take your business to social media, you're using platforms that give you access to a large amount of people. The trick is optimizing your potential to reach and interact with the right people – your current and potential customers. This is where our BizSocially™ service comes into play.

The number of users in the US, for various social media platforms, have reached the following numbers as of the date of this brief:

- Twitter – 50+ million;
- Facebook – 195+ million
- LinkedIn – 84+ million
- Google+ - 5.5+ million

Why is Social Media important to a business?

With this data understood, a social media strategy should have its proper place in every business marketing plan. For most business, it should be viewed as an active outreach tool, standing ready 24/7/365 to properly introduce you and your business to a visitor as well as provide information to those specifically following you. For those businesses that transact business via the Internet, it also serves as a reinforcement for special offers/messaging to drive buyer behavior.

How does Social Media influence Branding and Messaging?

There are many items to consider when implementing your brand and messaging in your marketing plan, and this is certainly true for Social Media platforms. AllyMark believes strongly that the following areas are important decision points and necessary to include with any Social Media service:

- Strong Banner Image – most platforms require a visual presence. Consider Facebook and its large banner image...this is the first opportunity to present an image of your business. We believe strongly that this should be a professionally designed banner compiling imagery, content and logo/branding that will visually convey the company's Mission. If you do not have your [MV²](#) already, we can assist with that as well.
- Profile Image – each platform handles this a bit differently (some exclude it or like Twitter make it the primary branding element) but it is an important feature. AllyMark encourages the profile picture to be your logo icon, a complimentary image to your business and only in the case where the business is only a sole proprietor should the image be a “head shot”.



Included Features – each platform allows for different “connections” or “associations” to the broader community. AllyMark believes you should be careful not to align with entities or utilize apps that would be contradictory to the business. Additionally, being sensitive to your Market is key so as not to create consternation about what your business is aligned with. However, balance should be achieved to ensure your business conveys a well-rounded perspective.

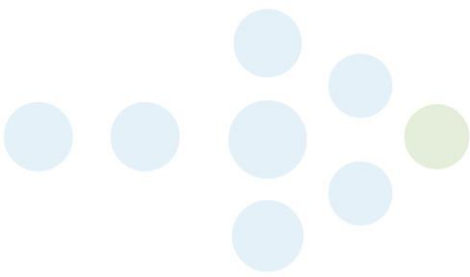
- Content – this hopefully goes without saying but as with any Internet content, the business should never publish anything that 1) it would not want a competitor to know, 2) it would be embarrassed to convey in front of a group, and 3) should not have a lifespan of next to forever. The Internet now retains almost everything in perpetuity whether you like it or not so it’s always best to have a 3rd party, or better yet AllyMark, participate with you when considering what content you will convey.

What Social Media platform is important for your business?

There are six social media platforms that every business should consider using. You should consider creating a Twitter account for your business because you can use it to share customer testimonials. Positive things that others say about you goes a long way to building trust among potential customers.

As already stated, there are reasons that a business should consider having a social media presence. Following is a breakdown of the six that are seen as core platforms:

Platform	Purpose	Core for any Business	Specific Business Utilization
Facebook	Broad reach to general public	Yes	
Google+	Broad reach to general public	Yes	
LinkedIn	Targeted business reach and identification for employees & vendors/associates	Yes	
Twitter	Broad reach to general public	No	Service oriented businesses with high traffic and lower average selling price – lends itself to spot promotion and special offers
Pinterest	Broad reach to general public	No	Service oriented businesses where visual featuring of product/service results is beneficial
YouTube	Broad reach to general public	No	Any business where video can be prominently featured – particularly applicable to product training/utilization



How does Social Media fit into your broader marketing strategy?

Because of the changes that have occurred with the Internet and the nature of data, particularly in the past 5 years, AllyMark advocates a comprehensive approach to managing your Internet presence. We see this as aligning four distinct actors to form a single comprehensive marketing plan:

- Website
- Business Listing Management
- Social Media
- Other Marketing



As it pertains to Social Media, AllyMark believes that it is most important to ensure that it maintain a KISS approach. The Internet is not the same place it was 10 years ago and so a business must consider how its clients and prospects are communicating with and about the business. You can see more about how your Internet presence must be managed in our whitepaper, "[The Internet Persona of a Business](#)". In terms of just Social Media, we believe the business should:

1. Describe you/your business succinctly
2. Provide specific information about what you offer, Products and Services
3. Convey an abbreviated but impactful history of the company and what experience is retained that makes your company the right solution
4. As applicable, general information about:
 - a. Hours
 - b. Location
 - c. Personnel bios
 - d. Topical information
 - e. Contact Information

For AllyMark then, the key to a strong social media presence is to ensure completeness, visual attractiveness and consistent direction back to you and your business.