

**Dick Calio**

**R. J. Calio Consulting, LLC**

**[www.rcalio.com](http://www.rcalio.com)**

**email: [rcalio@snet.net](mailto:rcalio@snet.net)**

**tel: 860-644-7956**



**New age marketing**

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**Creating Buzz with Social  
Media**



**It's all about customers**

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**Customer Loyalty is the foundation  
of Social Media**



# **Why should you care?**

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**The quality of your customer relationships will drive the value of your business**

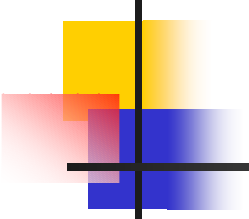


# Customer Duration

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**The average store loses 30% of their customers every year**

# So what's the payoff of customer loyalty

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- **A customer value increases over time**
  - **Cheaper to keep a customer than acquire a new one**
  - **Spending accelerates over time**
  - **Give you product certainty**
  - **They refer people like themselves**
  - **Are less price sensitive**



# What is Social Media

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## Wikipedia

**“ Social media is the umbrella term that defines the various activities that integrate technology, social interaction, and the construction of words and pictures.**

# Why is Social Media important



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- **It helps with SEO**
- **Promotes your blog**
- **Is permission centric**
- **The conversation has already started**



# Think of it as a business cocktail party



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- **Expand your ability to meet people and start conversations**
- **“How to” advice**
- **Expert tips**
- **Opinion and commentary**
- **Answers questions**
- **Ask questions**
- **No constraints of time or space**

# Examples



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- **A nursery can offer spring planting tips**
- **A health food store can offer alternative cold remedies**
- **A golf retailer can send out a pre season exercise program**
- **Top ten lists get great responses**



# Marketing tips

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- **Monitor what is being said about you**
- **Find out where your customers hang out**
- **Promote your content and other content you like**
- **Listen and learn**



# **Social Media strategy**

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- **Setup a Facebook page for your business**
- **Don't try to sell products a first**
- **Build your brand**
- **Allow free expression of views**
- **Respond to anything negative**



# Social Media and the real World

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**21 million dollars was raised for  
Haiti by donations made through  
social media.**



# Facebook for business

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## Facebook

**Is a tool for connecting people. As a social media tool it can be used to expand your online foot print with customers and perspective customers.**

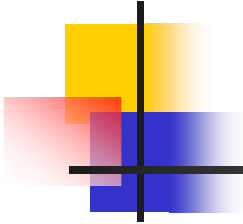


# Business goals

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- **Become more accessible to people looking for your goods or services**
- **Stay connected to existing customers**
- **Create a community around your business**
- **Promote your website, blog etc.**

# How About Twitter



**Twitter was originally intended for people to post real time update in a 140 characters or less. Because you are communicating one to many it has become a powerful marketing tool.**





# Facebook Fans

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**Males -63% Female 37%**

## **Age breakdown**

**13-17 - 1%**

**18-24 - 16%**

**25-34 - 41%**

**35-44 - 27%**

**45+ - 15%**



# **So What does it all mean**

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- **Inbound marketing costs 60% less**
  - **Marketing today is about proving relevant, timely content**
- **Toot your own horn in context of a bigger message**
  - **Write press releases**
    - **Listen and react**



# **“Good to Great”**

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**Technology is only a tool.  
What propels business to  
greatness is the discipline of  
continuing to do the right  
things right.**



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**Dick Calio**

**Retail Systems Consultant**

**P. O. Box 827**

**South Windsor, CT 06074**

**E-Mail: [rcalio@snet.net](mailto:rcalio@snet.net)**

**Web: [rcalio.com](http://rcalio.com)**

**Phone: 860-644-7956**

**Fax: 860-644-2358**