



DANAHER DESIGN, LLC

Design solutions that mean business®

10 Tips for Social Media Marketing

- 1) **Branding** – Before you dive into social media marketing, a solid foundation for your brand needs to be established. You must define who you are, what you sell, and identify your target market. At Danaher Design, we develop branding that creates an emotional connection with your market.
- 2) **Differentiation** – The next step is to find the difference between you and your competition. If you solve a problem that they don't, you'll have the competitive advantage.
- 3) **Bloggng** – A blog can establish credibility. However, you need to write about relevant facts or solutions. If you consistently blog useful information regarding your industry, eventually, you could be considered an expert in your field. Blogger.com and Wordpress.com are free and simple.
- 4) **Website** – If you don't already have one, you need to create one. Social media is great for driving traffic to your site. First, choose a URL or Domain Name. You can check availability and register your name at GoDaddy.com or Register.com. Point your domain name to your Facebook Page or your blog while you are in the process of building your site. SEO (Search Engine Optimization) is essential in order to be found by web crawlers. Most online website development companies do not build SEO into your site and will charge additional fees for you to be found. We build SEO into every site we create. **Contact us for a free estimate today!**
- 5) **Facebook** – Create a *Business Page* on Facebook: <http://on.fb.me/bPUg7w>. Follow the steps for creating a page using one of their six categories. In order to use a URL that has your company name, you'll need to have 25 people 'Like' your page. Send out messages to all your friends and colleagues inviting them to 'Like' your page. Like us! <http://www.facebook.com/DanaherDesign>
- 6) **Twitter** – Create a *Business Page* on Twitter by going to <https://business.twitter.com>. Start following companies and people that complement your business. Twitter helps you by providing categories that may interest you. Remember to Tweet relevant information (nobody cares what you ate for breakfast). You can place a Follow Button on your website and your blog to attract more traffic. You have the option of extending your audience with promoted Tweets. Follow us: <http://twitter.com/DanaherDesignUS>
- 7) **LinkedIn** – You can link to colleagues, clients, customers, past bosses and alumni. You never know whom people know and you can establish links to important contacts. When you discover that an acquaintance of yours knows a person you would like to meet, request an introduction. Join groups that discuss the types of subjects that interest you. You can even start your own group. Link with us: <http://www.linkedin.com/company/danaher-design-llc>
- 8) **YouTube** – This is a great tool for companies that need to demonstrate the advantages of their product or service. You can also feature commercials, seminars or recorded webinars on YouTube and then upload them to your website.
- 9) **Mobile** – There are several mobile applications that can help you stay connected on the go. Twitter for the iPhone: <http://twitterrific.com>. For the Blackberry: www.ubersocial.com and Android: www.twidroyd.com. To access all your social media for free: <http://www.seismic.com>
- 10) **Managing It All** - Your social media marketing can take up a huge amount of time, but in the long run, it is worth it. TweetDeck can help you track it in one place. If you don't have the time to write your blogs, we can help. We can generate a buzz by utilizing your company news and publicizing your competitive advantage to attract more leads. **Call us at 775 849-8335.**