

- A PUBLICATION OF KBA CONSULTING-

AN INTRODUCTION TO

Social Media For a Small Business

THE STEP-BY-STEP GUIDE TO [YouTube, LinkedIn, Twitter] AND HOW YOU CAN DO IT



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CHAPTER ONE



An Introduction to YouTube





An Introduction to YouTube

What is YouTube?

YouTube is a video sharing website allowing you to easily upload a video (you must have the rights to) without having to pay for a hosting fee. This allows for an unlimited amount of people to come see the businesses video and be able to share it to the rest of the world. (Burckhardt)

Why Would Businesses want to use YouTube?

YouTube drives over a billion users to the site and around 30 million users each day. Almost five billion videos are watched each day. With a total of one billion hours watched each day. (YouTube) This allows businesses to use there advertising as a great way to showcase their products to the rest of the world. Using YouTube's TrueView you can get to the Audience members you desire by choosing the segmentations you want. Through TrueView's you are able to use the page to see how many people have clocked onto your ad and be able to see if your ad is paying for itself.

What Businesses would use YouTube

Businesses would want to use YouTube to be able to get a targeted segment to reach their website and to view the content they post. The best form of ads on YouTube are video ads that allow the user to watch the ad if interested and allow them to visit the company's YouTube page or direct them to another site with the desired result of the company such as home page or shopping page. All of the ads on YouTube are not charged unless the prospect views the ad for 30 second allowing the ad to always be on videos that are in the segmentations area of viewing.

Example of an Advertisement on YouTube:



The screenshot shows a YouTube video player interface. The main video is titled "PARTY GAMES IDEAS & BIRTHDAY VLOG" by "RoxyRocksTV". The video content shows a woman in a black shirt standing in a room with tables and chairs, with a "Badger" logo and "BIRTHDAY PARTIES!" text overlaid. The video player includes a progress bar, a "Skip Ad" button, and a list of recommended videos on the right side. The recommended videos include "Minute to Win It: The 40 Greatest Games, Greatest Moments", "Family Game Night 'Minute To Win It'", "Bigger Fun Party Games - Easy To Set Up & Tons Of Laughs!", "TRY these Christmas PARTY GAMES Ideas - Perfect Compliments", "Fun Teen Party Ideas!", "adult party games", "Minute to Win It US Blueprints 1", and "Party Game".

CHAPTER TWO



An Introduction to LinkedIn





An Introduction to LinkedIn

What is LinkedIn?

LinkedIn is the top online site for professional, social and career networking. The site functions as an online directory of individual professionals and organizations and facilitates the process of professional networking without having to leave your office.

Why Would Businesses want to use LinkedIn?

While individuals use LinkedIn for professional networking, connecting, and job searching, companies use LinkedIn for recruiting and for sharing company information with prospective employees. You might use Facebook to connect with friends, family, and colleagues, while LinkedIn offers professional networking rather than connecting based on interests and personal relationships.

With any marketing initiative, defining your goal is a good place to start. Common LinkedIn marketing goals involve generating leads, raising brand awareness, or most likely both.

How it works for you

When people follow your Company Page, your updates appear directly in their LinkedIn feed. The more Company Page followers you have, the higher the reach potential of each update you publish. Here are a few tips for adding followers:

- Start with employees.
- Promote your Company Page outside the company.
- Add a “Follow” button to your website.
- Publish engaging content on your company page.



An Introduction to LinkedIn

What to Do?

When you publish an update that receives high engagement from your target audience and aligns with your marketing goals, consider “sponsoring” your update via sponsored content on LinkedIn.

Sponsored Content is native advertising on LinkedIn. It allows you to promote your content directly in the LinkedIn feeds of the professionals you want to reach on LinkedIn.

Create LinkedIn Ad Campaigns to Drive Your Marketing Goals

Knowing how to execute the following three elements of your LinkedIn ad campaign can improve your results: Targeting, Bidding, and Measurement optimization.

For monitoring and optimizing your free campaign performance, there's LinkedIn Company Page analytics, along with analytics for publishing on LinkedIn.

Below shows a sponsored ad followed by the analytics for an ad as an example.

The image shows two screenshots. The left screenshot displays a LinkedIn feed with a sponsored post from FixDex. The post is titled "Creating Deeper Customer Relationships" and includes a video thumbnail. The right screenshot shows the LinkedIn Campaign Manager analytics dashboard for the "FixDex_Sponsored_Content_Q1" campaign. The dashboard provides a summary of campaign performance and a detailed table of metrics for various job seniority levels.

Seniority	Impressions	Clicks	CTR	Conversions	Conversion rate
Senior	2,376,171 (25.2%)	296,024 (12.5%)	12.5%	136,448 (46%)	4.6%
Entry	1,440,191 (15.9%)	1,089,071 (75.6%)	75.6%	262,342 (24%)	5.7%
Manager	302,290 (3.3%)	1,160,205 (384.3%)	384.3%	246,024 (21%)	6.6%
Director	160,327 (1.7%)	2,027,026 (1264.5%)	1264.5%	30,176 (1.5%)	0.7%
Owner	112,388 (1.2%)	224,014 (199.3%)	199.3%	11,101 (5%)	2.1%
VP	100,400 (1.1%)	1,101 (1.1%)	1.1%	11,101 (10%)	3.2%
CMO	60,400 (0.7%)	2,101 (3.5%)	3.5%	21,101 (35%)	3.7%
Partner	10,400 (0.1%)	1,101 (10.6%)	10.6%	11,101 (106%)	5.7%
Trainer	10,400 (0.1%)	1,101 (10.6%)	10.6%	11,101 (106%)	10.2%
Unset	10,400 (0.1%)	1,101 (10.6%)	10.6%	11,101 (106%)	10.2%

CHAPTER THREE



An Introduction to Twitter





An Introduction to twitter

What is Twitter?

Twitter is a social media platform that relies on microblogging as a way to release content and information. These “tweets” are capable up to 140 characters and can include attachments such as pictures, videos, and links.

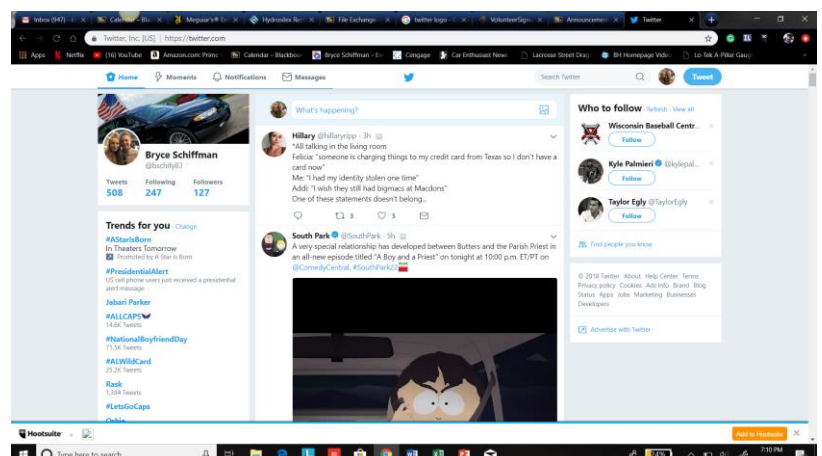
Why would a business want to use Twitter?

Businesses can access Twitter for promotional aspects. They can use tweets to show features, sales, promotions, share links and so much more. They can target certain groups or users via hashtags which place their post in desired areas. Twitter works really well for short, to the point messages sharing information or pictures, videos, or links with a quick comment. Viewers can also like and retweet or share a post with their followers to increase the amount of views They can also receive feedback on their content through comments on each tweet.

Types of content on Twitter

- Quick messages
 - 140 characters or less
 - Customer promotions
 - Sales
 - Reminders
 - Events
- Attachments
 - Pictures
 - Videos
 - Links to websites or pages
 - Graphics

Example of a Twitter feed





An Introduction to twitter

Short video tutorial on using Twitter for your business



<https://www.youtube.com/watch?v=9jV-sJaldUc&t=1s>



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Want To Learn More About Marketing Techniques?

If you are interested in taking your skills to the next level, please feel free to check out all the links below to view other marketing tips from real life marketing professionals.

<https://austinhass.com/>

<https://kollinburckhardt.com/>

<https://bryceshiffman.com>