

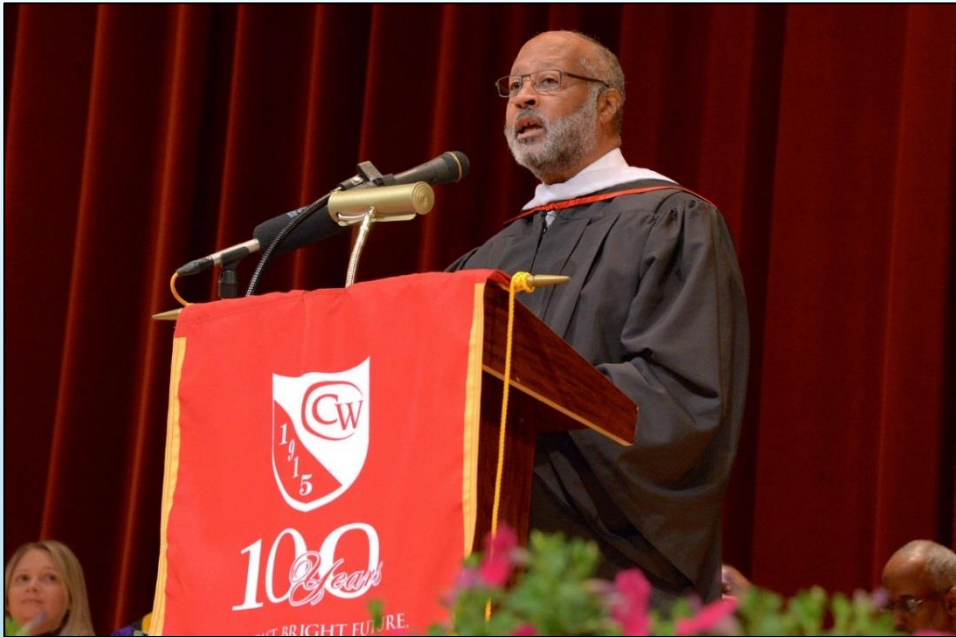


Social Media
for
Small and
Mid-Size
Business

National Black Chamber of Commerce
The College of Westchester

July 28, 2017

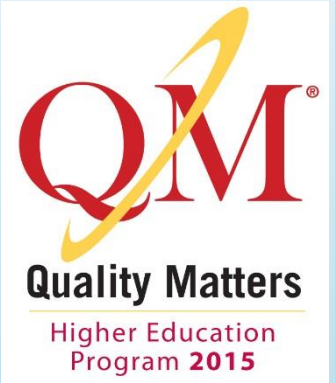




Meet The College of Westchester



2015 Family Business of the Year



2015 College Award



2017 Recognition as Community Partner



2017 Recognition by District and Mayor and Corporate Partner



One of only 150 College Chapters



Stanford University

JANUARY 18, 2017

Stanford research analyzes colleges as engines of upward mobility

2017. Top 6% Nationally among all Colleges/Universities



2015 Best "Curriculum Value" in Westchester County

MEMORANDUM OF UNDERSTANDING

between

THE NATIONAL BLACK CHAMBER OF COMMERCE

and

THE COLLEGE OF WESTCHESTER

This Memorandum of Understanding ("MOU") between the National Black Chamber of Commerce ("NBCC") and The College of Westchester ("CW") dated March 21, 2017, is subject to the following terms and conditions:

Whereas,

NBCC is a non-profit, volunteer business association that was developed in 1993 in response to the needs of a growing black business community and in response to the desire of these black businesses to have a greater involvement in the economic development and vitality of the American business sector; and

The mission of NBCC is to develop, educate, advocate and enhance the economic status of the Black Business community by strengthening Black Businesses and creating an environment that produces more Black Entrepreneurs; and

NBCC has grown from the original 14 chapters to over 200 chapters located in 40 states and 50 nations; and

In an effort to enhance the economic empowerment of the Black Business community, NBCC is committed to implementing programs and activities of outreach, information and assistance; and

Whereas,

CW is a degree-granting institution of higher education, chartered in New York State, accredited by the Middle States Commission on Higher, celebrating over 100 years of providing career-focused education, recognized by the Westchester County Association as award-winning family-owned business and by Quality Matters as an award-winning distance education provider; and

CW would like to offer its services as a preferred provider of degree, certificate and jointly-developed professional development courses to members of the NBCC, their employees, and members of their immediate families in fulfillment of their respective missions;



Working Together to Help Grow Your Business

- Special Partner Rate
- Online Degree Programs
- Individual Online Courses
- Custom Online Training Units

A Small Selection of CW Courses that can be Delivered Online or Repackaged as Professional Development

ACC107 Financial Accounting I
ACC221 Cost Accounting
ACC320 Accounting for Managers
BUS112 Principles of Marketing
BUS123 Human Resource Management
BUS230 Principles of Selling
BUS261 Front Office Operations & Reservation Systems
BUS271 Visual Merchandising and Retailing
BUS277 Business Etiquette and Customer Service
BUS305 Marketing Management
BUS325 Management Applications & Theory
DMD160 Web Page Development I
DMD125 Foundations of Interactive Design
DMD320 Social Media for Marketing & Advertising
DMD420 Digital Marketing and Social Media Analytics

What is Social Media?



Social Networking (*Facebook, Twitter*)

Blogs (*Blogger, Medium, WordPress*)

Photo Sharing (*Instagram, Flickr, Pinterest*)

Video Sharing (*YouTube, Periscope*)

User Reviews (*Yelp, Angie's List, FourSquare*)

Social Listening: (*Google Alerts, Quora*)

Can Effective Social Media Strategies Produce Results?



Goals should be specific, measurable, achievable, realistic, and timely

Social Media Goals:

1. Increase social media engagement
2. Driving traffic to your website
3. Increase brand awareness



Can Effective Social Media Strategies Produce Results?



Social Selling – The numbers

- 86% of marketers consider really important to know how to measure the ROI for their social media activities, but only 41% know how to do it.
- A Forbes study found that reps using social media as part of their sales techniques outsell 78% of their peers.
- Social media spending in the U.S. alone is expected to increase to \$17 billion in 2019.

How Can Social Media Help Your Business

- Help Find Customers
- Introduce Your Brand
- Solicit Customer Feedback
- Test Audience Response
- Increase S.E.O.
- Establish Reputation

The Potential Reach of Social Media

Facebook has 1.13 Billion Daily Users

72% of adult Internet Users Use Facebook

70% of Users Log On Daily

74% Use Facebook for “Professional Purposes”

31% of Adult Internet Users Use Pinterest; 71% of Users are Female

28% of Adult Internet Users Use Instagram; 59% of Users Visit Daily

25% of Adult Internet Users Use LinkedIn; Only 25% Actively Visit Monthly

How Do You Know If It's Worth It

Determining Return on Investment

Reach

Engagement

Leads Generated

Sign-ups and Conversions

Revenue Generated

How Should You Proceed

5 Ps OF SOCIAL MEDIA MARKETING

PURPOSE



```
graph TD; A[PURPOSE] --> B[PRODUCT]; B --> C[PEOPLE]; C --> D[PLATFORM]; D --> E[PROCESS];
```

PRODUCT

PEOPLE

PLATFORM

PROCESS

PURPOSE (1)

What do you want to accomplish with this social media plan?

- More traffic to your blog?
- Increase number of followers/likes?
- Increase sells?
- More people subscribed to email list?

We don't all want the exact same results from social media, and knowing this before hand really matters. Write down what you want in general (i.e. more traffic.) Then, write down what you want in specific (100 new likes on Facebook each month.)

PRODUCT (2)

Everybody knows his/her product, but it's really important to have it in writing. For example: *I sell healthy muffins, high in fiber, and low in sugar for people who want to change their eating habits or want to maintain a healthy lifestyle while enjoying some carbs.*

**Be specific when
describing your product**



PEOPLE (3)

Discover your audience. Be clear regarding your customer. Narrowing our audience instantly makes us more strategic. Audiences have needs and preferences that are unique to them.

- a) Construction workers
- b) High School students (ages 12-18)
- c) Working moms
- d) Hardcore video gamers
- e) College students
- f) Children (ages 5-10)
- g) Small businesses (1-10 employees)

PLATFORM (4)

You don't have to be active on Facebook, Twitter, Instagram, Snapchat, LinkedIn, YouTube, and three blogs.

You only need to be where your audience is. You need to be where your potential clients are. You should be on the same network as your audience, of course. You are not selling your products to everybody.



PROCESS (5)

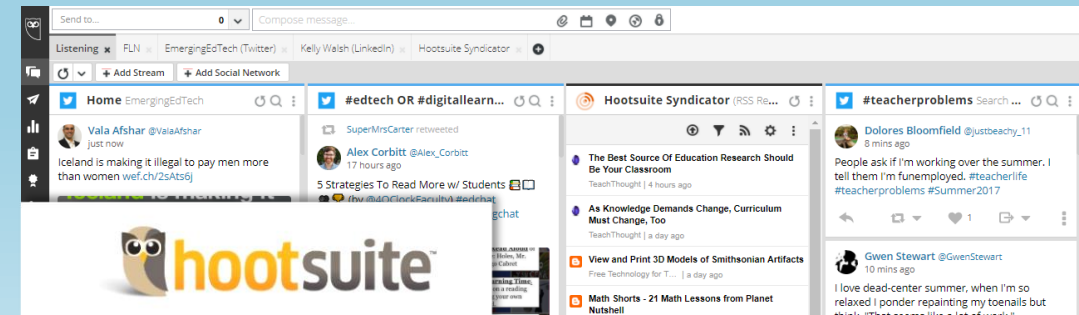
- a) Assemble a team.
- b) Create an editorial calendar and schedule your content one month in advance.
- c) Decide what the content will be: Photos, blog entry, videos, news, promotions.
- d) Build relationships with your audience.
- e) Maintain a consistent message. The voice you choose for Facebook may not work for Instagram or Snapchat.
- f) How often should you be posting?
- g) Join the conversation (hashtags, trending topics, news of the day)

Bringing Efficiency to the Process

There are numerous affordable* tools available (*such as Hootsuite, Buffer*) which can help to bring a great deal of efficiency to the process of social media posting. These enable you to:

- Post to several social media platforms and channels at once
- Schedule postings in advance
- Gain efficient views into what's happening with your content
- Conduct efficient “social listening” to help you stay on top of what's happening with competitors and topics of interest

**These types of tools are free for limited use, with inexpensive options for more premium access.*



Tips for Building a Relationship With Your Audience

- You can build relationships with your audience, and share your expertise and insight, by sharing content from sources other than your own (a great tip or free resource, an upcoming event, something humorous, something caring). Of course, be tactful and thoughtful regarding the content you seek.
- This is a great way avoid the “me, me, me” approach, and it can help build a following, as consumers learn that you can be trusted to provide useful, insightful, or entertaining content.
- Then, when you are pushing your products and services, you have a larger base of users who trust you and are willing to listen to your “pitch”.

EXAMPLE: In this Instagram post, a company that sells shoes advocates a day with shoes, to raise awareness of a cause =>





Thank You!

914-831-0200

cw.edu

