

maximize your

SOCIAL MEDIA

P R E S E N C E

THE
2020
industry top consultant's
TELL ALL BOOK ON
HOW TO EXPAND
YOUR DIGITAL
PRESENCE

by Kris Ruby



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maximize your

SOCIAL MEDIA P R E S E N C E

I give you the tools you need to *make the right consulting decisions* for your business.

WHAT IS STOPPING YOU FROM EXPANDING YOUR IMPACT ONLINE?



KR

KRIS RUBY
CONSULTING

digital communication

IDEAS TO EXPLORE

for 2020

The most effective forms of communication are part of an integrated communications plan. As we begin to plan for 2016, it is important to look at these different tactics to see what worked, what didn't work and what you would still like to try.

HERE ARE 6 FRESH IDEAS TO CONSIDER TO SPICE UP YOUR COMMUNICATIONS PLAN THIS YEAR:

EXPERIENTIAL MARKETING: This creates an experience for the consumer to interact with a brand in a real-world setting, such as branded festivals, pop-up shops, and behind-the-scenes tours. This face-to-face engagement, which is best used to enhance and complement traditional marketing campaigns, leads to an emotional connection with consumers, something that is necessary to reach GEN Y consumers.

SPONSORED CONTENT: This approach is similar to native advertising. Native advertising is advertising that appears to look like editorial content. This content can be a sponsored tweet on Twitter, a suggested sponsored post on Facebook, or sponsored piece of content paid for by the advertiser. Sponsored content has a higher click through rate than traditional banner advertising. According to a recent *survey*, 70% of individuals wanted to learn about products through content rather than through traditional advertising. The survey also stated that people view native ads 53% more than banner ads. Also interesting to note, 71% of publishers received no major complaints from readers for featuring native ads. It is important to remember that the information and tone of your sponsored content is still key in having a successful campaign.

SEARCH ENGINE OPTIMIZATION (SEO): Google is the first stop when prospects want to learn more about any business. It should be your goal to get your brand onto the top page of relevant search results, because 75% of users never scroll past page one. SEO can take a lot of time and thought, but you can begin by trying keyword analysis, which will enable relevant searches to link to your site. Also, be sure to use quality website content with on-trend keywords and phrases. 61% of global Internet users research products online prior to buying, making the Internet and search the best way to reach customers today.

BLOGGING: This may seem so last year, but you would be amazed how many companies have yet to embrace a corporate content strategy. However, just writing for the sake of writing isn't enough. What format are you going to put the content in? A blog? Downloadable e-book? Listicles? Guest posts? Writing a blog is a great way to craft your brand's voice and engage consumers in a more real and thoughtful way. Companies that blog typically generate 88% more leads than those that do not. Businesses that blog more than 20x a month generate 5x more consumer interest and attraction. Frequency and quality are the two most important factors when beginning your brand's blog. What is your content strategy?

PROMOTED SOCIAL MEDIA POSTS: One out of every 7 minutes spent online is spent on Facebook. Social media in the US has increased by 356% since 2006. The most important thing to remember when using social media is to know your audience. Where are they? Is your target audience mostly on Twitter? Or Instagram? What do they respond to? Do they prefer engaging in conversation or do they want short, snappy one line posts? What type of content has resonated with your audience on Facebook? Analyze it then boost accordingly! Boosting posts is also a great way to reconnect with fans who may not have seen your posts in a while. Once you know your target audience, you'll know where and how to best reach them.

INBOUND MARKETING: We hate to break it to you, but traditional advertising is no longer as effective as it used to be. Studies show that a whopping 86% of people skip TV ads and 44% don't open mail from irrelevant advertisers. The answer to traditional advertising woes is Inbound Marketing, or "earned advertising." Rather than pushing your message out to the consumer, Inbound Marketing compels the consumers to find out more about your brand. Inbound marketing includes, but isn't limited to blogs, social media, and search engine refinement, which make your brand more noticeable to consumers.

These are just a few of the strategies that brands can use to create a successful integrated marketing plan. With the ever-changing state of communication today, we are always on the lookout for new and innovative communication tools and channels. What strategies have been most effective for increasing exposure for your business?



T O P

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Social Media FAQs

With two-thirds of the Internet actively engaged on social media, it's clear that prospects want great content to share with their professional networks. That content can be yours if you utilize the power of content marketing effectively. *Your brand's voice can be more powerful than ever before*, and you have the opportunity to join and direct the conversation about your brand while also interacting with your target audience.

HOWEVER, YOU ARE PROBABLY WONDERING:



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Is social media sufficient to replace my entire Marketing Communications Strategy?

No! Social media marketing cannot replace a marketing plan; it is merely one component of an overall strategy and complements traditional and online PR initiatives. Social media is powerful, but a comprehensive communications plan must also be in place to ensure a cohesive brand identity.

How is social media different from traditional marketing?

Social media is an extension of corporate branding. As a client, you are paying for the ability to utilize modern electronic techniques to get in front of a targeted audience. Social media is not an advertisement, and it is not a banner ad. Social media is inherently about branding to a focused audience. It is about the ability to quickly get in front of prospects and current clients and to establish an online relationship with them and build customer engagement.

2

3

What should I expect from a social media investment, and how quickly should I expect it?

Social media does not immediately establish the value of your services or products, and instead establishes you as a thought leader in the industry and creates awareness of your name and brand. It is not a specific advertisement for a given product or service- it is about brand engagement. The type of results you should expect are similar to what you would expect from a long-term branding campaign. Social media marketing is essentially a global awareness and branding campaign that takes time to develop.

Which comes first: planning or publishing content?

Planning. Do not post any live content until a thorough strategic marketing plan has been created. Companies that have taken a different approach have found that their overall brand reputation has been tarnished due to a lack of strategic planning, goal setting and maintenance.

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How do we tweak our social media plan to grow our follower base and increase engagement?

When creating a strategic social media plan for your business, start out by answering the following questions:

WHO IS MY IDEAL TARGET AUDIENCE?

Who are the business and industry leaders I want access to?

WHAT IS THE MESSAGE – IN ONE SENTENCE – THAT I WANT PEOPLE TO TAKE AWAY FROM MY COMPANY?

What do I want people to remember about my company? Does my company's reputation ring bells with potential clients or does it flat line?

WHAT ARE THE KEYWORDS NEEDED TO FIND MY COMPANY ONLINE?

What are the key search engine terms (known as keywords) that people are using to find my company? It is imperative to begin to think like your customers to unlock the terms needed to build exposure.

WHAT TOPICS OR ARTICLES WOULD MY CUSTOMERS BE INTERESTED IN READING ABOUT?

What are they already knowledgeable about? What are they curious about? How does my product or service help support this?



BLOGGING

for business

Should your business have a blog? ***Of course it should.*** A blog is a great way to connect with your clients, increase search engine optimization (SEO) results and get your content found by key prospects. According to Inside View, research shows that B2B marketers who use blogs generate 67% more leads than those that do not. Other research shows that business websites that have a blog with more than 20 posts per month get five times more traffic than those who blog significantly less (less than four times per month). Blogging should be a critical part of your ongoing communications strategy.

Companies such as Whole Foods, IHG, Turkey Hill, Starbucks and even YouTube have blogs. ***Their content is consistent with the brands' key messaging*** and includes thoughts from the CEO, recipes, and even tips on packing like a pro. The goal of your blog should be to draw potential customers to your website and keep them interacting with your content.

HERE ARE 10 MORE TIPS TO CREATING A SUCCESSFUL BLOG FOR YOUR BUSINESS:

CREATE AN EDITORIAL SCHEDULE: Don't just wing it. A schedule of topics and deadlines will keep you focused and allow you to build up momentum and followers.

KNOW YOUR AUDIENCE: Who are you trying to appeal to? Write for that audience. If you're trying to reach customers, do not use the blog to talk about employees or company news. Write only about what is important to your prospects and what they want to read.

LINK YOUR BLOG: Discussing key trends in your industry? Link back to previous article you wrote on the trend. Be sure to link articles, discussion posts, and tweets to your blog to increase traffic to the site.

CREATE A BLOG ROLL: Add relevant industry blogs to a blog roll on your site to direct users to other viewpoints on the topics you are writing about. Add these blogs to the "blog roll" to show strategic alliance and to get on the radar of the bloggers you want to impress.

INVITE A GUEST: A blog serves as a personalized expression of your brand and will serve as a platform for the company. You can encourage employees and members to contribute to blog content. In turn, they will often help to promote their content and, as a result, bring more readers to your blog. You can also invite experts in your industry to guest blog. This is great for increasing backlinks and positive link juice!

SHARE HELPFUL INFORMATION: Maintain a balance between posting unique content and sharing content from

related blogs to your industry. All of your content should address the pain points of your target audience.

UPDATE FREQUENTLY: Your blog should be updated at least several times a week and should continually include tips, articles, industry news, etc. For example, if you design office spaces, then post inspirational ideas and create a contest for a customer. Readers will repost and re-tweet contest information and provide feedback on the ideas.

INTEGRATE SEO KEYWORDS: You want your blog to make its way up the Google rankings. To do that, you need to insert Search Engine Optimization (SEO) words into the copy. Learn what keywords you want to rank for and optimize accordingly.

PROMOTE YOUR BLOG: Tweet a link to your blog post, talk about it on Twitter, send out a teaser in your newsletter, mention it when you do interviews and put your blog address in your e-mail signature line.

KEEP TABS ON YOUR PROGRESS: Programs such as Google Analytics will provide key insight into click-throughs, who is reading the blog, and what posts are most popular. This is vitally important when you are planning an editorial calendar. For example, if you are writing for a 30-50 year old audience, but the majority of readers are in their 20s, you may need to alter your content. If you are spending a ton of time writing content that isn't getting high traffic, you may need to alter your content calendar accordingly. Remember, you are writing for your audience and the content that they want to read, not that you want to read.

how to create an effective

CONTENT CALENDAR

Now is the perfect time to start planning your editorial content calendar for 2020. *The key to publishing great content is to plan ahead of time.* Great content does not come from thin air- it comes from a team of people who take the time to meticulously plan and create it using an editorial calendar.



STEP 1: SET GOALS.

Setting an attainable content goal is the first step to publishing quality content. It is imperative to know what you want to achieve before you go into executing a strategy. It's really this simple: if you have no strategic direction, your content will not be effective. Knowing what you want as the end result of your editorial calendar will make your ideas effortlessly fall into place, tying each month together with a cohesive campaign theme.

STEP 2: KNOW WHAT YOU WANT TO WRITE ABOUT.

Using an editorial calendar will make creating monthly themes easier to conceptualize. All posts should relate back to an overarching theme that you can monitor through the use of an editorial calendar. Creating a monthly blog around one key central messaging point will keep your followers interested.

STEP 3: KNOW WHO YOU ARE WRITING FOR.

Before creating an editorial calendar, it is important to know your audience like the back of your hand. What do they want to read about? What posts have they liked in the past? Use your past engagement metrics to create content that is exactly what your audience is looking for. Use these posts as content that you can publish consistently and periodically throughout the month, so you are giving your audience something to look forward to.

STEP 4: KNOW WHERE YOUR CONTENT WILL GO.

Dividing your calendar by social media channel will help you precisely zero in on your target audience. Each channel has a different set of users; therefore a different voice must be used to appeal to those unique users. For example, a different voice must be used when posting on LinkedIn vs. Twitter. One is a professional networking platform and the other is a more informal social platform.

STEP 5: KNOW YOUR FREQUENCY LIMITS.

How much can your team handle? It is crucial to be realistic with your team when creating an editorial calendar. If you do not have the time or manpower to execute a blog a day plus social media posts, do not be afraid to scale back! It is better to publish high-quality content a few times a month than post poor content that will damage the community of followers you are trying to build. When planning your frequency of posts, it is important to plan content based around how much work will go into each type of post. For example, an attainable publishing frequency may include social media posts 5 days a week, a blog post once per week and an e-book once a month.



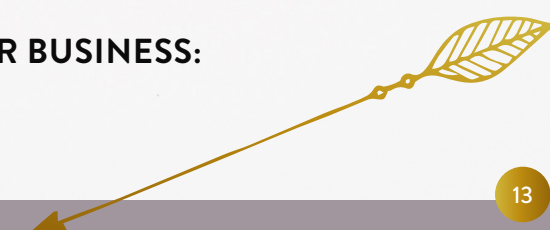


top 15 ways to increase

TWITTER ENGAGEMENT

Looking to your grow your business on Twitter? Studies have shown that 72 percent of followers are more likely to buy services from a business they follow. However, with only 140 characters to make an impression, Twitter requires a great deal of skill in order to use it successfully to establish your company as a leader in your industry.

HERE ARE RMG'S TOP 15 TIPS TO LEVERAGE TWITTER FOR BUSINESS:



DEVELOP OPTIMIZED CONTENT: You need content that you can tweet on a regular basis. Start by using snippets from company news, tips from a spokesperson, or material from keyword-rich blog posts.

HASHTAG: Twitter users search the site for topics of interest to them. For example, sports fans search for their teams, #GreenBayPackers, or favorite sports #basketball, while others may search #yoga. Use hashtags in your tweet so it comes up on the appropriate searches to increase visibility.

CREATE A CUSTOM HASHTAG: Develop a hashtag for your company that you use every time you tweet. For example, James Smith, a CEO of Smith Widgets hashtags #smithssayings every time he posts a clever piece of business inspiration.

INTEGRATE CROSS CHANNEL MARKETING: Twitter is a great social media platform, but combining it with an Instagram account makes it even more powerful. Post photos on Instagram and then tweet them on Twitter. This is especially effective for promotions and giveaways.

INCREASE TWEET FREQUENCY: Twitter is ineffective if it is only used once a day. You must tweet multiple times a day, especially during peak hours. The more your followers see you, the more followers you will get. You can use TweetDeck or Buffer to schedule multiple tweets so you do not have to sit at your computer all day.

RETWEET, RETWEET, RETWEET: Twitter isn't a one-sided promotional tool. You need to interact with your followers. Read what they are tweeting about and re-tweet when something sounds interesting. Your followers will like the fact that you did that and will take more interest in what you have to say.

SHARE NUGGETS OF WISDOM: When you attend industry conferences, take the time to share what you learned with others. Live tweeting from important events is very popular among Twitter users and is a great way to share the latest industry trends.

TAP INTO TRENDS: On the left side of your Twitter page, you will see what is currently trending both nationally and in your area (you can set it). Ride the coattails of a trend by hashtagging it in your tweet. For example, on "#cookieday, a physician can still tweet "Today is #cookieday. Replace ingredients with fat free substitutes to make the cookie healthier."

BE INSPIRATIONAL: Twitter followers love to favorite and retweet inspirational quotes, so include a few during the week.

BE VISUAL: Twitter users are a visual bunch and they love to look at and retweet visual content, so include high-resolution photos and videos with your tweets.

RESPOND: When someone in your industry is quoted in a tweet, respond to it. Congratulate them or discuss an important topic. Get your name in front of influencers in your target industry.

CREATE TWITTER LISTS: Twitter allows you to create “lists” of people and it’s a great way to monitor your peers, competitors, media and influencers.

TIP IT: Twitter users love tips, so be sure to turn your posts into some DIY or DYK (did you know) tips a few times per week. For example, physicians can provide weight-loss tips, entrepreneurs can provide business tips and filmmakers can provide did-you-know tweets about certain films and televisions shows.

QUESTION IT: Get a discussion going. For example, a young adult author might ask what the followers think about a controversial debut novel of another author, while a physician might discuss the latest medical study that was released. A CEO might spark conversation about new business tax laws and an up-and-coming recording artist might discuss the latest Taylor Swift video.

GO FURTHER: Set up a live Twitter chat with your followers. Here they can ask you questions, get advice or discuss an important topic with you. You can cross promote the transcript on your blog, company website, Facebook page or and Instagram.

BONUS: Want to use Twitter to get press hits? One of the best ways to get a journalist to read your pitches is to engage with them on Twitter. Take a vested interest in what they write and re-tweet content that you find useful. Furthermore, use social media to research the beat they cover before you pitch them.

Tip: Look for journalists’ queries in real time by searching for #journorequest



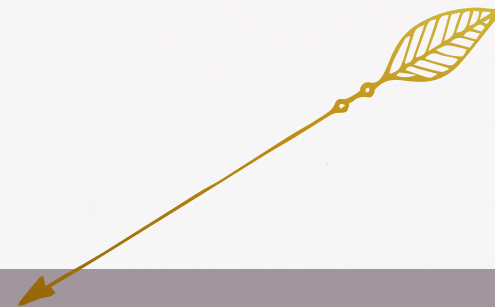


how to be a

FACEBOOK SUPERSTAR

Growing your business on social media takes a lot of trial and error.

HERE ARE MY TOP THREE TIPS FOR CREATING A STRONG FACEBOOK PRESENCE FOR YOUR BRAND:



GO NATIVE: Wondering why your video or posts aren't attracting more views? It could be because you're not uploading videos and photos natively. When you use links, your posts lack the seamless integration and high quality that make native posts so appealing. To upload a photo natively, you must obtain the raw file and directly post it to Facebook. Additionally, you should always fill out all of the description choices for your video and photos. This descriptor information can help people searching online find your content.

THINK ABOUT YOUR AUDIENCE: Do you know your audience? Are they using their phones to access social media or are they more likely to use a computer? Would they respond better to an email campaign or a paid search ad? These are important questions to think about in order to reach your target prospects more effectively. Regardless of your audience, you should make sure your landing pages are mobile optimized, to increase search visibility and boost your page ranking on Google. You also cannot rely solely on Facebook to promote your business! Be sure to optimize all of your content to make it visible on the web.

STAY CONSISTENT: Don't chase marketing trends or fads—they change so quickly, that by the time you've implemented something trendy, those hip marketers will be on to the next big thing. Instead, focus on staying consistent with your content. Find a tone and brand image that work best for your audience. By staying consistent, your brand will be more reliable and trustworthy. Additionally, you will have a much easier time creating new content, as you'll have clear-cut standards and procedures.

Of course, each brand has its own set of needs and challenges. However, these three tips are great starting points for all brands wanting to grow their Facebook presence! What Facebook tricks have you used to effectively grow your audience? Share with me below!





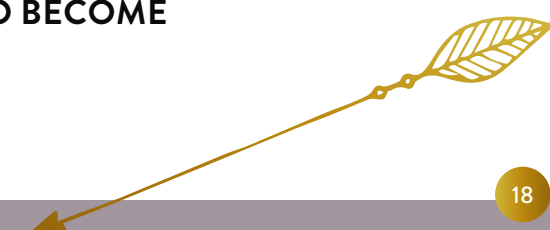
how to maximize

SOCIAL MEDIA ROI

with a sure-fire 5 step process

You have invested a great deal of your budget and valuable time in social media, but you may not be getting the ROI you wanted. Of course you've read about other businesses who are thriving on Twitter, attracting customers from Pinterest and Instagram accounts and making money off of Facebook, but that is not you. Before you hit the delete button and withdraw from the social media world, take time to review what is and isn't working and refine your strategy.

FOLLOW RMG'S 5-STEP REVIEW SYSTEM EVERY QUARTER TO BECOME A WELL-OILED B2B SOCIAL MEDIA MACHINE!



CUSTOMER REVIEW: First, do you really know who your customers are? Are they teens, young millennials, or baby boomers? Mostly men or women? The content that you put up on social media should be of interest to your customers, but you need to know who they are first. If you're unsure, do a little research into who is buying your product or services. Once you know this information, you're halfway there to social media success.

CONTENT REVIEW: What content is performing the best with your target audience? Do they like images, video or long form content best? What content have you created that generated the highest shareability? If your followers love to share pictures, but do not seem interested in back-and-forth discussion, then remember pictures say a thousand words and you can still get your message across in a creative way that they enjoy. Measure the shareability then tweak accordingly.

CHANNEL REVIEW: Are you spending hours filtering photos for Instagram and seeing little results? Your target clientele may not be active users on Instagram. Maybe they are on Pinterest or Periscope now. According to studies, the average American spends about 40 minutes per day on Facebook. Your target clientele might want six-second Vine videos versus long YouTube videos. You need to find out where your customers are and then focus on the social media networks that perform best with your prospects. Do not spread yourself thin just to make sure you are "everywhere."

SHAREWORTHY REVIEW: Is your content even shareable? For example, you want your customers to know what a great staff you have and you are posting office photos daily. While customers care about customer service, they are not sharing or commenting on these photos, so stop posting them. Instead, focus on your products or services, provide tips or articles that help your customers live better lives. Stop wasting time creating content that your customers clearly do not want.

RESPONSE REVIEW: Are you Tweeting out questions and not responding when your customers answer? Do your followers Tweet and tag you in it, but you don't interact with them? According to Entrepreneur Magazine, almost half of the millennial segment -- and one in three consumers overall -- say they are influenced by social media and use it to make purchasing decisions. Customers build relationships with companies through social media, so you need to take time and respond to them. If they do not see that you are responding, they will leave you behind in the social media dust.

Devoting time daily to your presence on social media is a must in order to succeed in business. However, by completing the RMG 5-step review process every three months, you'll be able to tweak your strategy and truly maximize your ROI.

on demand

PR CONSULTING SERVICES



My goal is to *leave you better off than when we started* equipped with the right knowledge and PR tools to give your organization media success.

QUESTIONS ABOUT ANY OF THE BELOW PACKAGES?

Email or call. The first 15 minutes is on me. Any additional time will be billed at an hourly rate.

Situation analysis (initial consulting): Just hired a new agency, but not sure the strategy they created is on point? We will create a comprehensive situation analysis which you can hand off to them to make sure they are delivering on the right strategy for you. You get all of the perks of hiring an agency without paying a retainer cost. This is perfect for brainiacs who are super into PR+ strategic planning.

Onboarding/training of 1 internal team member: Just hired someone internally and want them to execute our comprehensive PR strategy? Hire us to create it, have your internal marcom manager implement it!

PR strategy: The best PR firms all create comprehensive PR strategies before ever pitching media. For a fraction of the cost of having an agency on retainer, you can hire us to create a comprehensive PR strategy, which includes target outlets to reach out to, and PR tactics to reach your target audience.

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PR CONSULTING SERVICES



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6-month PR timeline: Just want us for our brains but don't want us to do the actual PR work for you? Then this is a must-have. We will create a comprehensive 6-month PR timeline which includes custom topics to pitch the media, research of need to know regional editorial calendars, and custom ideas for your business.

6-month content calendar: You know you need to be blogging, but simply don't have the manpower. Then this is for you. We will create a 6-month inbound content calendar with 6 topics and six 500 word custom articles to fuel your blog for the next 6 months. All posts will be fueled with optimized keyword rich content.

Partnership strategy: Perfect for the business that has been around but needs a boost through partnership development. We will research and create a list of partners to build your business and increase exposure in your target market.

Social Media Sales Booster: Research target clients on social media, connect with prospects on social media + includes 1 custom message to new leads. Deliverables include excel sheet to track all leads reached out to and a custom lead message for each.

Media Planning: Instead of paying a hefty commission to agencies to place media buys for you, we will research all of your target outlets and do the leg work for you. We will recommend the best media buys to reach your target audience and propose content ideas that will drive results.

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Content Consulting: Inbound marketing is all the rage, but do you have the time to gather your creative assets to actually do it? We review all of your current sales material and content and propose how to break it down into a way that works for digital. The only thing left for you to do is the production.

Negation/Vendor Management Consulting: Do you have vendors on retainer who aren't performing? Do you want to renegotiate effectively? Leave it to me. I am skilled in this area - from reviewing contracts to making sure you get the best possible deal, I can guarantee you will be protected and have the best possible deal with anyone you are working with.

Process Management Consulting: Half the battle of creating effective marketing is having efficient processes for others to execute. If you are operating in a silo, then you are wasting valuable marcom dollars and opportunities. I will do a full marcom process review and create a new strategy and process utilizing the latest technology to bring your organization up to speed and get everyone on the same page.

I LOOK FORWARD TO WORKING WITH YOU!

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