

## **Tips for Social Media Success**

- Have an integrated, holistic and cross-channel vision
- Be, work and think customer-centric
- Understand that people decide where and how they get in touch with you
- See that the sales process is shifting from 'selling' to 'buying'
- Have a strategy, goals and a plan
- Make a business case to have the necessary resources (it's not a free lunch)
- Understand that social media marketing strengthens other forms of marketing
- Look at marketing as a dialogue
- Drop the broadcasting mentality
- Know that all social media and networks are different and have a different way of interaction: focus on those that work and matter for your business and customers
- See "users", "followers", "subscribers" and "consumers" as people
- See everyone as a customer and vendor: your employees included
- Listen, measure, monitor and act
- Inject what you hear by listening in your overall business strategy (data and Social CRM)
- Define the right metrics and Key Performance Indicators to measure success
- Prepare your employees
- Understand the role that social media can play in all parts of the customer life cycle
- Speak the language your customers speak
- Think in terms of value, relationships and conversations but certainly also ROI and bottom-line
- Be committed
- Reach out to your customers
- Move from connections to relationships to business
- Move beyond the traditional influence sphere
- Be human: be you and focus on the people in your company
- Provide value
- Be data-driven