



Do You Need A Tune-Up?

I know you may think getting started with social media is a drag, but it is becoming a must-do.

Sure social media is new and uncharted to some extent, but why miss an opportunity to grow your business? Other industries are making good use of social media, so why not mortgage? I think it's because a lot of executives in our space just don't know what to do.

As I was reading this white paper called "Social Media Tune-Up" it got me thinking. What a great concept. When your car gets sluggish you take it in for a tune-up. Why should social media be any different? So, let's talk more specifically about what you need to do.

First, let's tackle Twitter. There is a certain nuance to Twitter; it's much different from Facebook for example, and tends to attract a more diverse mix of active consumers waiting to learn about the newest products and latest trends. It is pivotal for companies to understand these nuances so they can craft an effective and interesting Twitter presence.

Here are some tips:

>>> Use your Twitter handle (@yourcompany) to promote your brand

>>> Twitter users who fill out their bio have over 6 times as many followers than those that do not

>>> Use non-diminutive words such as "expert" or "guru" for your job description that show your authority and expertise

>>> Set up a page that lists all twitter handles of employees in your company

>>> Those who embed links to their blog, com-

pany website and other social networks on their twitter have 6 times more followers than those that do not

If you think about it this way, it is important for you to establish a relatively casual atmosphere on your Twitter account. This will create a more informal, personable and comfortable relationship with potential customers that encourages frequent engagement with your brand.

People on Twitter follow influencers and key experts in the industries in which they are interested. It is vital for you to establish relationships with industry leaders so that their followers (your potential customers) can learn about your brand through a resource they trust. Following thought leaders will help you find the inspiration for your own content creation and give you a chance to get in touch with active consumers in your industry.

Also understand that your followers will share whatever thoughts they have about you through Twitter. It is your job to highlight good behavior (positive reviews), address problems up front (complaints), and constantly promote your content. Star your customers' best testimonials and put them on your "favorites" tab. Direct people who have questions about your company or, product to your favorites page. Answer questions about your industry directly; doing this will increase your credibility.

Also, any requests or complaints for support should be responded to promptly and accordingly. You can generate 4 times more re-tweets simply by requesting for them. Set up separate event sign-up pages for any events that you want people to tweet-up for. The average twitter user sends out

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22 tweets each day. You should be Tweeting links to landing pages and blog posts. You can also Tweet to promote new tools and apps.

Your Twitter presence should be all about transparency and convenience. Your followers should be able to easily share whatever reactions they have about your blog posts, offers and company news so more hype and traffic starts to buzz around these materials.

Moving on to another social outlet, I know that you're on LinkedIn, but are you using this outlet to grow your business? LinkedIn is a social community that enables you to make better use of your professional network by connecting to people you trust. With over 135 million users and 1.9 million businesses, LinkedIn is a great place to network professionally, find jobs, answer questions, and build thought leadership.

Business pages are called company pages on LinkedIn. To fully complete your profile you'll need to get three recommendations. You'll also need to provide a general summary of your business. Showcase your products/services and recommendations from LinkedIn members. You should also post jobs, company messaging, outline career paths, showcase awards, etc. But remember: Practice the golden rule: start by giving three recommendations of your own.

LinkedIn company pages give you a platform to tell your company's story, highlight products and services, engage with followers, and share career opportunities. Much like a person's business profile, LinkedIn company pages provide a base from which your business can reach out to millions of other professionals and organizations on the network.

Like any social media site, it's easy enough to set up your LinkedIn company page and professional profile, but you must then promote your brand to the LinkedIn community. Doing so will build up your professional network and your credibility. Prospects use LinkedIn as a resource to confirm the legitimacy of a business. This is reason enough to establish a presence on LinkedIn company pages.

Profiles that are 100% complete have a 40% better chance of networking success. What should you do on LinkedIn once

you're up and going? Here's some ideas:

>>> Network and gain insight from top-level professionals

>>> Connect with at least 20 people

The completion bar next to your picture tells you what is needed to finish your company profile if you get stuck. Remember, executives from all Fortune 500 companies are on LinkedIn. Further, people with more than 20 connections are 34 times more likely to be approached with a job opportunity than people with less than 5.

LinkedIn company pages provide a central place to store company information, but it is still up to you to build your network. With millions of professionals, LinkedIn exposes small and medium-sized businesses to a vast repository of information and opportunity. LinkedIn's membership is growing every day. The sooner you start building your network, the sooner you will begin generating leads.

LinkedIn is like a 24/7 virtual tradeshow: never before has there been a greater opportunity for business networking. To make the most of this tool, you need stay engaged with your network by consistently monitoring posted questions and actively participating in industry groups.

Standard features of a LinkedIn group are discussions, industry news, and jobs. Try to analyze what topics your group members are interested in and post more on those topics. LinkedIn is used almost every day by the majority of its members. You should be posting relevant content and interacting with your audience daily. Developing targeted buyer personas will help you focus your efforts on LinkedIn. Mid-level managers to top-level executives utilize LinkedIn to network and promote their business. So set up a LinkedIn company page to network and promote your business.

Without question, LinkedIn is the most powerful business networking site, providing both individuals and companies the opportunity to connect with millions of like-minded professionals. Inbound marketing agency Hubspot found that user-generated traffic from LinkedIn generated the highest visitor-to-lead conversion rate at 2.74%, almost 3 times higher (277%) than both Twitter (.69%) and Facebook (.77%). So, get started. ❖

Michael Hammond is chief strategy officer at PROGRESS in Lending Association and the founder and president of NexLevel Advisors. NexLevel provides solutions in business development, strategic selling, marketing, public relations and social media. He can be reached at mhammond@nexleveladvisors.com.