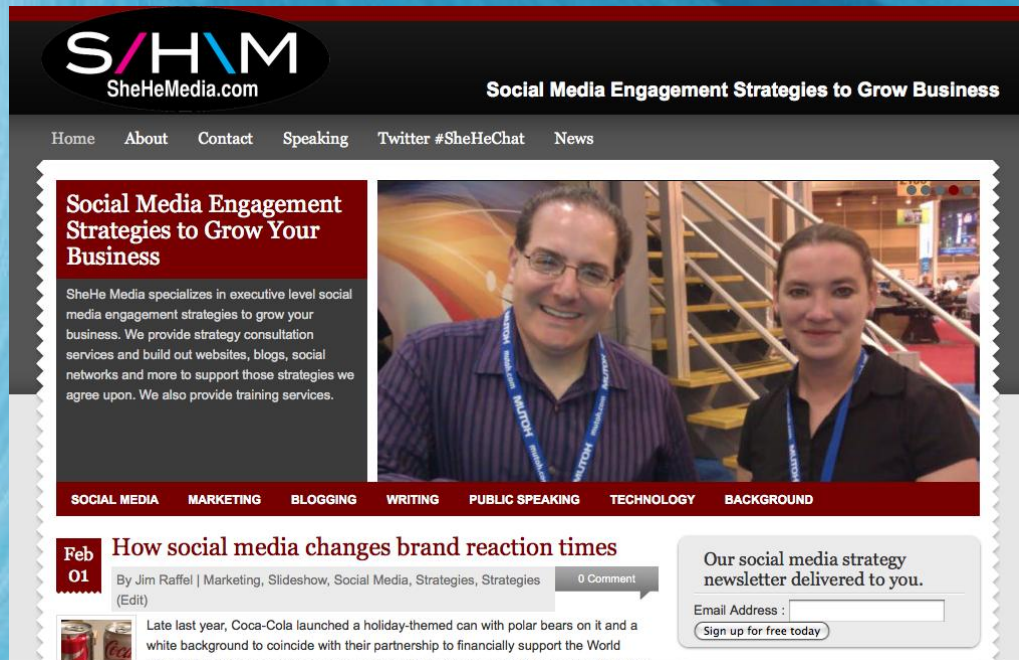


She Said, He Said

Jim Raffel & Shelby Sapusek
Social Media Engagement Strategies
to Grow Business

She Said, He Said



- ♦ Wasn't a planned concept
- ♦ Met on Twitter
- ♦ Shelby started editing Jim's blog
- ♦ Shelby became marketing consultant for ColorMetrix
- ♦ Differing opinions led to She Said, He Said posts
- ♦ Twitter chat #shehechat
- ♦ SheHeMedia.com

She Said, He Said

Feb
01

How social media changes brand reaction times

By Jim Raffel | Marketing, Slideshow, Social Media, Strategies, Strategies
(Edit)

0 Comment



Late last year, Coca-Cola launched a holiday-themed can with polar bears on it and a white background to coincide with their partnership to financially support the World Wildlife Fund. More people ended up noticing the white can, which marked the first time that Coke's flagship product was not delivered in a can with a red background. The financial support of the World Wildlife Fund got lost in the buzz and

Topics we've covered

- ♦ Google+ and blogging
- ♦ Branding in social media
- ♦ Affiliate marketing
- ♦ Swearing in social media
- ♦ QR codes for mobile marketing
- ♦ Analytics and your blog
- ♦ Blogging vs. writing
- ♦ Politics in social media
- ♦ Social sharing of music

She Said, He Said

Learn more

SheHeMedia.com

Join the conversation

- ♦ Follow the hashtag #shehechat on Twitter Thursdays, 8 p.m. CST
- ♦ Follow us on Twitter: @raffel & @ShelMKE



She Said, He Said



Strategy
(online/offline\online)

Content Creation

Audience Engagement

She Said, He Said

Strategy (online/offline\online)

QR Codes

What are they?

How do you work them into
your marketing strategy?

What are best practices for use?

She Said, He Said

Strategy
(online/offline\online)

QR Codes

Meet-Meme

AmeriSign & Graphics

Starbucks



**Find the
Roast You
Love Most**

Try all three and find
your favorite.



Get \$1 OFF
any bag of
Starbucks®
coffee or
Starbucks VIA®.



She Said, He Said

**Strategy
(online/offline\online)**

Geolocation

Is it just a game?

What is the ROI?

She Said, He Said

**Strategy
(online/offline\online)**

Geolocation

FourSquare, Yelp, Open Table

Be careful with clients/customers

Inform employees

She Said, He Said

Strategy (online/offline\online)

Get Personal, Be Human

How do you be more than just a logo?

How can you build credibility?

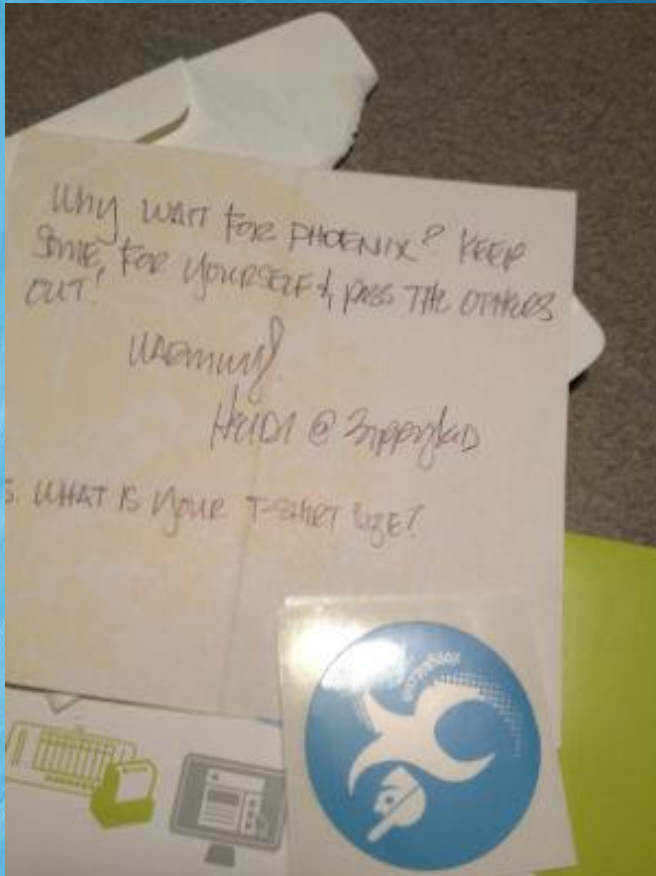
She Said, He Said

**Strategy
(online/offline\online)**

Get Personal, Be Human

Handwritten thank-yous

Stickers



She Said, He Said

Content Creation

The Blogging Editorial Process

What are you writing about?

How often are you writing?

What are your guidelines?

She Said, He Said

Content Creation

The Blogging Editorial Process

Blogging Calendar

Newspaper Model

She Said, He Said

Content Creation

Blogging and Social Media

Is blogging social media?

How do you promote your blog?

She Said, He Said

Content Creation

Blogging and Social Media

Must be socially responsible

Think of it as journalism

She Said, He Said

Content Creation

Link Bait

How do you write headlines
that get people to read?

She Said, He Said

Content Creation

Link Bait

Don't mislead people with headlines

Use cliches sparingly

She Said, He Said

Audience Engagement

Twitter Chats

How do they work?

What is the benefit?

She Said, He Said

Audience Engagement

Twitter Chats

Be respectful

Be engaging

Facilitate participation

She Said, He Said

Audience Engagement

Community Curation

How do you build a community?

What do you do once you have built it?

She Said, He Said

Audience Engagement

Community Curation

Tend it like you would a garden

Share and engage

She Said, He Said

Audience Engagement

Social Media Etiquette

What is your personal
social media strategy?

What is your professional
social media strategy?

She Said, He Said

Audience Engagement

Social Media Etiquette

To swear or not to swear?

What are your taboo topics?

She Said, He Said

Learn more

SheHeMedia.com

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- Watch for our She Said, He Said blog posts each week on SheHeMedia.com

