

facebook

LinkedIn

Google

How and Why To Use Social Media (Facebook, LinkedIn, Google, etc.) As Part Of Your Overall Marketing Plan To Grow Your Practice/Business.

Marketing Action Plan | Topic: Social Media | Marketing Pyramid Elements: Media, Tools, Social Proof

Now that Facebook has around 150 million US users (over 600 million users worldwide) it has become a **recognized Media channel** for businesses (you) to use to attract patients / clients.

In this report I will explain **HOW and WHY** you can and should be using Facebook and other platforms like LinkedIn in an ADVERTISING mode to attract potential clients / patients to your practice / business.

WHY? - SOCIAL PROOF

Aside from the social aspects of keeping in touch with friends and family, the most powerful reason to use Social Media like Facebook and LinkedIn is to **create & display Social Proof**.

The Social Proof concept, from Dr. Robert Cialdini's bestselling book **Influence: The Psychology of Persuasion**, helps people make decisions by observing and following the actions of others, similar to themselves.

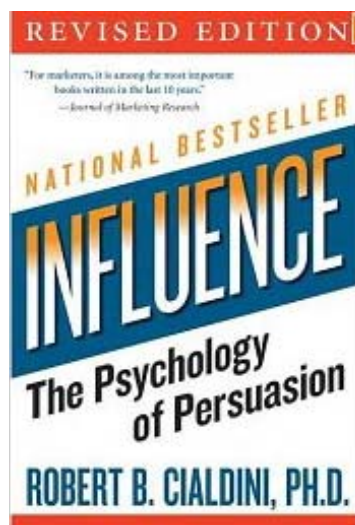
In his book Cialdini reported multiple **Social Proof** tests in different environments, all with similar results.

In one test a person on a downtown sidewalk stares up into the sky and then the number of bystanders who do the same are counted. As the number of test subjects staring into the sky is increased, so does the percentage of bystanders that mimic the same behavior.

In another test children who were terrified of dogs were shown a 20-minute video of another child happily playing with a dog for 4 days. On day five 67% of these children were willing to climb into a playpen with a dog and remain calm while petting it while everyone left the room.

So the answer to WHY use Social Media in its many **forms** (referrals, testimonials, reviews, case studies, recommendations, etc.) and **formats** (written letters, audio recordings, videos, online web sites, etc.) is so people listen, read and watch and then mimic the actions of your clients, customers & patients.

In other words the more Social Proof you can include in any Advertising or Selling phase of your marketing, the higher your success (click through rates, conversion rates, response rates, close rates, case acceptance rates, etc.) will be.



WHY SHOULD YOU BE ON FACEBOOK?

Think of Facebook as the old corner **barber shop or coffee shop**, where everyone sits around and talks or gossips about their's and everyone else's lives. In the online Internet world, that's the social side of keeping in touch with friends and family.

The Business aspect of Facebook is what is called a **FAN PAGE**, which is really any other BUSINESS or commercial type of additional page you can create, to promote your BUSINESS or cause, to the Facebook Community. We use our FAN pages it to **DISPLAY Social Proof!**

'Likes' EXPRESS SOCIAL PROOF

On your personal Facebook page you see your and other "Friends" comments or posts, status

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updates, which you can “LIKE” by clicking the Like Button next to them.

LIKES are a form of Social Proof. The more likes to a Page or Comment or Status Update, the more popular that page, comment or status update is. FAN pages are similar!

HOW ‘LIKES’ PERTAIN TO BUSINESSES

(CPA, Dentist, Surgeon, Restaurant, Store, Printer, etc.)

Let’s say you’re an Accountant with 500 clients. There’s another 4 accountants in the same town or city in your area. A young couple moves to town OR a person starts a new business OR a company CEO doesn’t like her old CPA and, in all situations, **starts to LOOK for a new Accountant.**

If they search ONLINE for **CPA or Accountant**, chances are they’ll find your & the other 4 Local Listing on Google Places (ex. Pg. 2), Yahoo or Bing.

If they see all 5 Accountants and FACEBOOK search each one, if you have a Facebook **FAN PAGE** correctly setup, your listing will show up.

IN THE LAND OF THE BLIND, THE ONE EYED MAN IS KING

If you’re the only Accountant with a Business FAN Page, you have an advantage over the other 4 because A) you’ve been found and B) the other Accountants are considered behind the times (think late 1990’s if you didn’t have a web site by then).

If you all have fan pages but you have, let’s say 100 of your 500 clients have **LIKED** your page, (& they have little or none) this Social Proof tells the person, *“they must be the best accountant around because so many people (100) have LIKED their page”.*

This is similar to how Google **Places** works. Listings with more Reviews tend to get top positions (below).

* Example of a Google Search Results page, showing Local Listings

The image shows a Google search interface. The search bar contains 'marysville wa cpa' and shows 'About 47,300 results (0.15 seconds)'. Below the search bar, there is a section titled 'Places for cpa near Marysville, WA Google Places Local Listing'. This section lists four results, each with a location pin icon, a name, a link to the place page, a star rating, the number of reviews, and the address and phone number. The results are:


- A** Pettis Rumsey Inc - 11 reviews - Place page
www.pettisrumseycpa.com - 4229 76th Street NE #102, Marysville - (360) 659-8502
- B** Carlson Steven M CPA - Place page
maps.google.com - 1420 8th Street, Marysville - (360) 653-9667
- C** Terah D Regan CPA - Place page
maps.google.com - 305 Columbia Avenue, Marysville - (360) 659-0811
- D** Berg's Bookkeeping & Tax Services - 1 review - Place page
www.bergsbookkeeping.com - 515 Cedar Avenue, Marysville - (360) 659-6676

To the right of the listings is a map showing the location of these businesses in Marysville, WA. The map includes labels for streets like 27th Ave NE, 88th St NE, 84th St, and Cedar Ave, and a highway marker for I-5. The businesses are marked with red location pins labeled A, B, C, D, E, F, and G.

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So What Should You Be Doing on Facebook? Start Here:

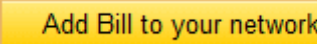
5-Step ACTION PLAN: Facebook - Phase 1

1. Print out your customer/client/patient list.
2. Log in to your personal Facebook page.
3. Search for each person on the list. When you find one, click the Add as Friend button.
4. At the prompt, click on the  Add as Friend Add a personal message link and type something personal in or something like "Glad I found you here."
5. Click the Send Request button.

After you have built up you're Friends on your Personal Page, we'll start **Facebook - Phase 2** which is suggesting they go to your FAN (business page) to **LIKE** it (**this is the Social Proof**). But first you have to get them on your Personal Page.

If you're a CPA, attorney or other professional, we use LINKEDIN in a similar strategy:

5-Step ACTION PLAN: LinkedIn Phase 1

1. Print out your customer/client/patient list.
2. Log in to your LinkedIn account
3. Search for the people on list. When you find one, click on the Add to your Network button.
4. At the Invite Box  type something personal in or similar to "Glad I found you here."
5. Click the blue Send Invitation button.

After you have built up you're Network on your LinkedIn account, we'll start **LinkedIn - Phase 2** which is asking them to give you a **Recommendation** (**this is the Social Proof**). But first you have to get them in your LinkedIn network.

YOU CAN'T HAVE ENOUGH SOCIAL PROOF

Back on bottom of page 2 is an accounting client who has several Reviews on his Google Places account (*notice he's at the TOP of the search results page, ahead of ALL the web sites!*)

We take his Social Proof and display them on his corporate web site so when people go there they can SEE all the positive things his clients say about him.

Attached on the next 2 pages is an example of a dentist client who collected **AUDIO Testimonials** from his patients. They were transcribed and sent out as part of a successful DIRECT MAIL campaign to generate New Patients.

The point is you can **REPURPOSE your Social Proof** in different formats & in different ways. **This Strategy can be used for businesses too!**

In **Using Social Media - Phase 2** I'll explain **HOW** and **WHEN** are the best times to ask & get the MOST PEOPLE to **LIKE** and **RECOMMEND** you!

