

STAR-INFO

NEWSLETTER for ACT! by Sage

Leveraging Social Media

Integrating Social Media Into Your ACT! by Sage E-Marketing Efforts

Social media is a powerful force that is growing rapidly. For small businesses, utilizing this important marketing tool is not just smart, but is quickly becoming essential. ACT! by Sage 2010 allows you to leverage the Facebook, LinkedIn®, Twitter™, and Plaxo social media sites in your marketing efforts. In this article, we cover some of the *whys* and *hows* of social media marketing, and using Facebook as our example, we will discuss how ACT! 2010 and ACT! E-Marketing fit into an integrated social media marketing strategy.

Social Media Marketing Results

With a successful social marketing strategy, you can expect to increase traffic to your Web site, locate new clients, establish strategic alliances, and attract media attention. Social marketing is particularly useful for small businesses because it can net spectacular results for very little cost. For example, a wedding photographer was able to generate over \$60,000 in business by spending just \$300 on Facebook ads that targeted women with a relationship status of *engaged* in their profiles.

Social Media Today

Many people have a misapprehension that social media is only for the young. In fact, according to statistics published by iStrategyLabs in July 2009, the 55+ age group is the



most rapidly growing segment on Facebook, and the largest segment of users is the 34-54 age group. And people don't just sign up for accounts and leave them idle. According to Facebook's published statistics, more than 50 percent of active users log on in any given day. And there are more than 5.3 billion fans of the more than 700,000 businesses that have active Facebook Pages. With these statistics, there is little doubt that there is a huge

audience for your products and services on social media sites.

Getting Started

Rather than individual profiles or groups on Facebook, Facebook Pages are the best place to start. Pages allow businesses to collect *Fans*. Your Facebook address can reflect your business name, for example, www.facebook.com/ABCCompany. You can link your Facebook

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Page to your company's Web site and to e-commerce sites that sell your products.

As you get started, ask friends and family to become fans of your business so you have a respectable crowd of supporters when you debut your page with your customers. When you are ready, you can invite customers to become fans using ACT! E-Marketing powered by Swiftpage™. Then, engage your fans by posting comments on their pages and encouraging them to pass the word about your fan page and company.

It's About Relationships

Relationships are at the heart of a successful social marketing strategy. "Relationships first, business second," is the motto of Mari Smith, dubbed *The Pied Piper of the Online World* by FastCompany.com. You may find your time spent on Facebook feels less like selling and more like customer service. When people ask for information, even if it is not directly related to buying your product, you need to respond to keep them engaged. *Buy-buy-buy* messages don't work. Listen to what people

are saying, the good and the bad. Engage with fans and critics—you may pick up ideas on how you can improve your business.

Keep It Alive

The personality of your Facebook page should enhance the brand image of your Web site and other marketing pieces. "The pages that are most successful, are the ones that really replicate the personality of the business," says Tim Kendall, the director of monetization at Facebook. Keep content fresh. Use Status Updates and Newsfeeds to tell fans about specials and events, and regularly add photos, comments, and other useful information.

Targeting Your Prospects

Once you have invited customers and friends to be fans, you can go looking for new prospects with Facebook ads. Because Facebook users complete profiles with information like hometown, employer, religious beliefs, interests, education and favorite books, movies and TV shows—it is tailor made for targeted marketing. Profile information can

help you deliver messages to specific demographic slices. As you create an ad, you can add demographic criteria and keywords and see how many Facebook users fall into your target audience. Then you can modify your ad accordingly to get the most bang for your buck. You can elect to pay per impression or per click, set maximum budgets and schedule the ad to run on specific dates.

ACT! by Sage 2010

ACT! 2010 allows you to embed your customer's personal Facebook or LinkedIn pages right into their contact record. Use this tool to keep up with what's going on in their lives, so that you can add a personal touch to phone calls and e-mail messages.

Remember to put the relationship first, and the selling second, and you will be well on your way to a successful social marketing strategy. Please give us a call for more information about ACT! by Sage 2010 or for assistance implementing any of the ideas discussed in this article. ✨

Tip: Setting Multiple Window Views In ACT! by Sage

Some people prefer to display ACT! by Sage information in several windows at once, instead of replacing the existing screen each time you choose to open a new view. Then you can either Tile or Cascade your windows. You have the option to set the screen format in ACT! by Sage to your preferred format. The setting is found in the Window menu in ACT!. However, by default, the Window menu option is hidden, so you must first enable this option.

Here are the steps required:

1. Launch ACT!, selecting the database



You can activate the Window menu from the Preferences option Startup tab on the Tools menu.

where you want to see the change.

2. Click **Tools**, then click **Preferences**. The Preferences dialog box appears.

3. Under the Startup tab, enable the **Open each view in its own Window** option.

4. Click **Apply**, and then click **OK**. Your menu now will include a Window option, between the Tools menu and the Help menu, on your Menu Bar.

5. Click the Window menu to access your Cascade and Tile options. ✨