

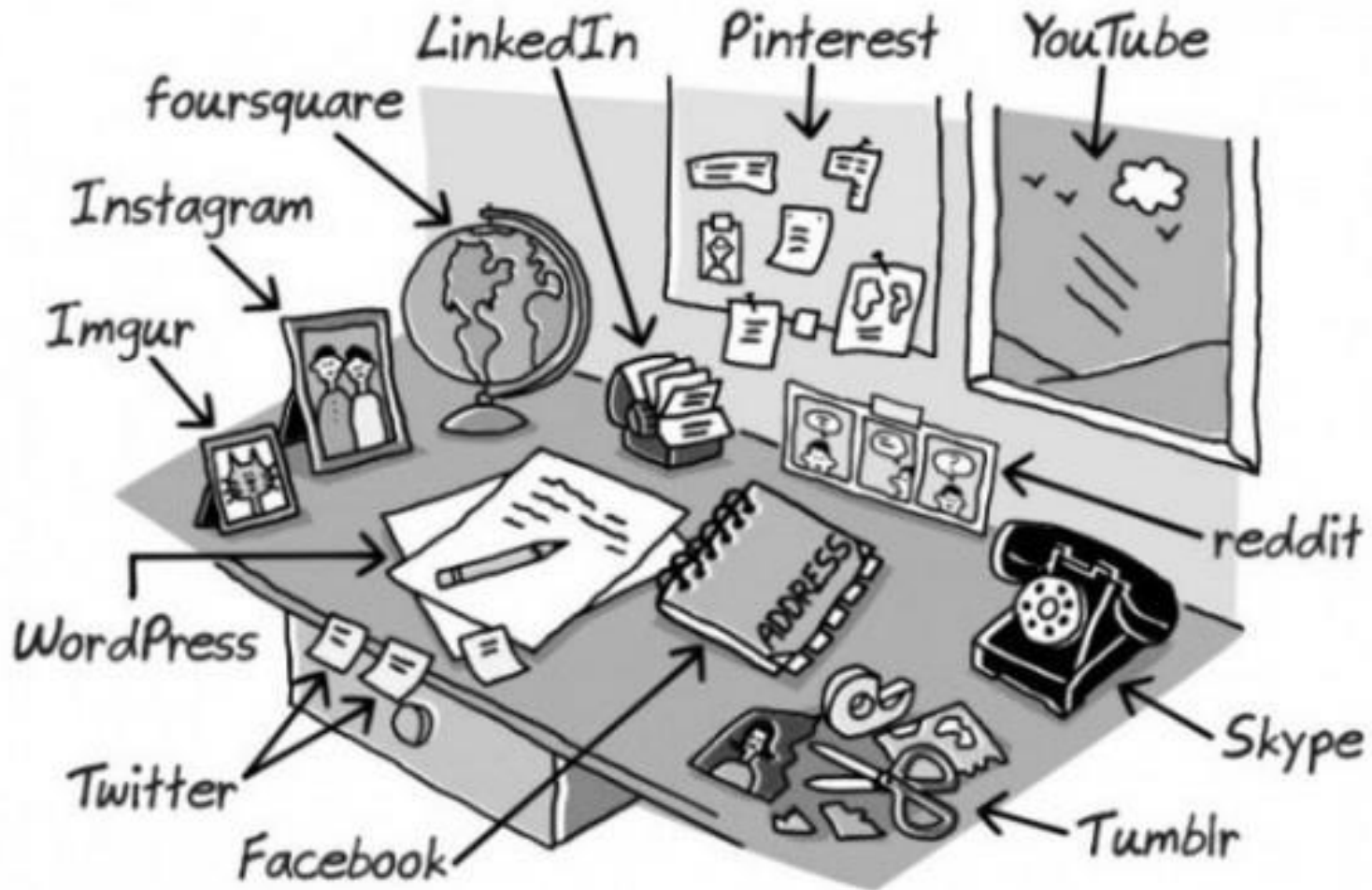
HOW TO: Effectively Integrate Social Media into Your Marketing Strategy

By Michael Daehn





vintage social networking



<http://wronghands1.wordpress.com>

© John Atkinson, Wrong Hands

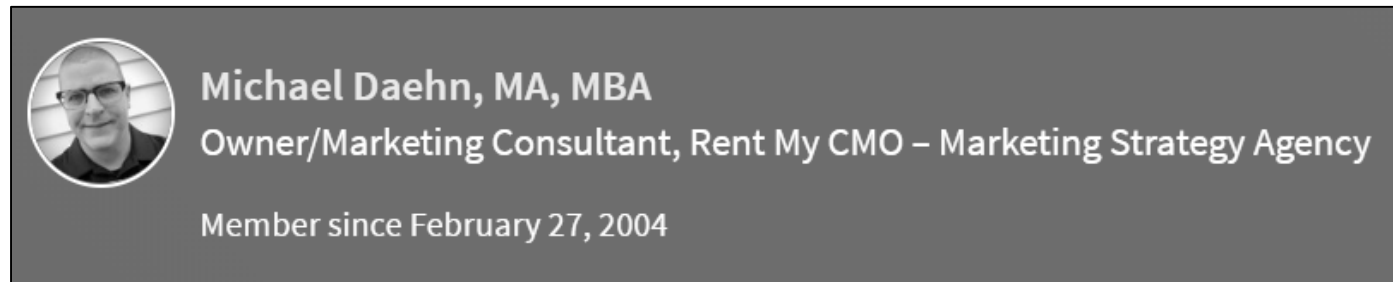
Twitter 2008



Facebook 2007



LinkedIn 2004



Disney



NORDSTROM



FranklinCovey™

charles
SCHWAB



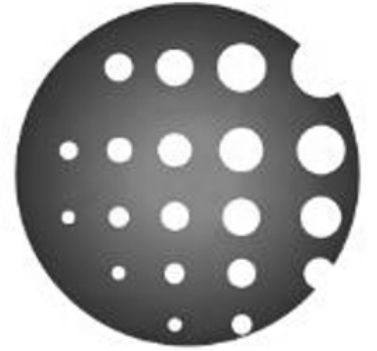
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EVANS
FOR STATE REPRESENTATIVE



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LA HABRA AREA CHAMBER OF COMMERCE

Over 2 Million Pageviews: 20 for 20 Social Media Campaign

Press Coverage:
ABC Salt Lake City, Utah
ABC Flint, Michigan
ABC Oklahoma City, Oklahoma
NBC Waterloo, Iowa
NBC Baltimore, Maryland

Do You Want More Customers From Your Website? Get A FREE Website Audit →

MD Michael Daehn Call 330-33DAEHN

Books Portfolio Services Pricing Contact Search

Over 2 Million Pageviews: 20 for 20 Social Media Campaign

Company:
CU Direct

Address:
CUDirect.com/CUDirect20

Summary:
As a way to celebrate their 20th year in business, I worked with my team at CU Direct to create the 20 for 20 Giveback Campaign. This online voting contest was held from December 2 – 22, 2014 and invited credit unions and the public to vote once daily for a Children’s Miracle Network hospital they wanted to receive a \$20,000 donation.

In total, the 20 for 20 Giveback Campaign received over 350,000 votes and had over 2.1 million page views to the campaign website, all in under 20 days. Ultimately, CU Direct donated \$60,000 to six Children’s Miracle Network Hospitals across the United States.

[View the full case study.](#)

Press Coverage:
ABC Salt Lake City, Utah
ABC Flint, Michigan
ABC Oklahoma City, Oklahoma
NBC Waterloo, Iowa
NBC Baltimore, Maryland



THOUSAND YEARS

Michael Daehn Portfolio Marketing, Promotion, Social Media 0 Likes Share

← EMAIL TEMPLATE REDESIGN MOBILE APP FOR LENDING AND →

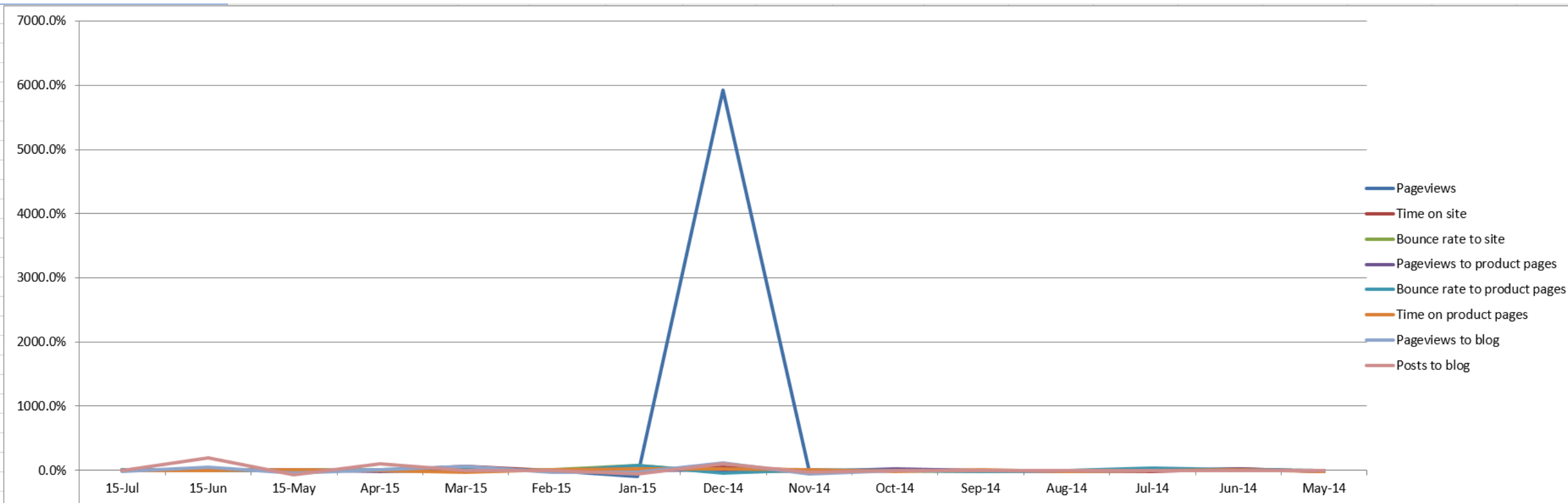
Portfolio

- Mike Hannegan HannyFit Website
- Agrusa's Italian Restaurant Website
- Election Campaign Website for Mary Elizabeth Coleman
- Rebranding for Dr. Kwik's Body Intelligent Center
- Explainer Video for Ximble
- Over 2 Million Pageviews: 20 for 20 Social Media Campaign
- Mobile App for Lending and Marketing Conference
- Increase Ratings and Reviews for Google App
- College Living 101 Logo Design
- Social Media Team Profiles
- November Moustache Facebook Contest
- Tell Us Your AnyMeeting Story Facebook Contest
- Joyce Meyer on Twitter
- The Love Revolution Website
- Email Newsletter
- Total Hockey Facebook Contest
- Scan MD and Win Contest
- Scorch Website Redesign
- MPulse Mobile Web Application
- Increased Website Ratings and Reviews By 700%
- Agrusas Restaurant Facebook Contest
- Viewers' Choice Website
- BenefitBar Community Toolbar
- Senate Response Page (Crisis Management)

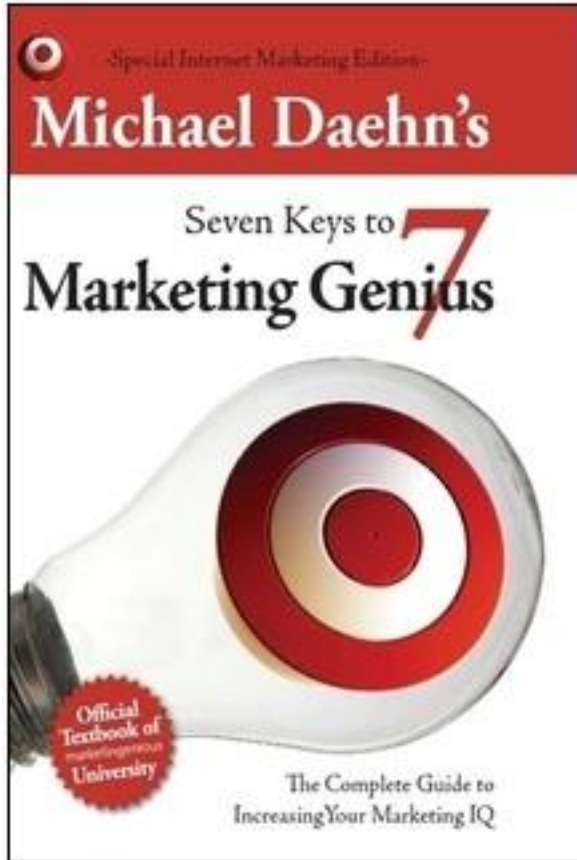
Resume Portfolio Services Pricing Rent My CMO Books Articles Contact Search Client Checklist Blog Subscribe To Blog Email Newsletter Marketing Checklist Digital Checklist in twitter facebook instagram MD

© 2019 by Michael Daehn - 10% of Gross Profits Donated to City Net to Help End Homelessness

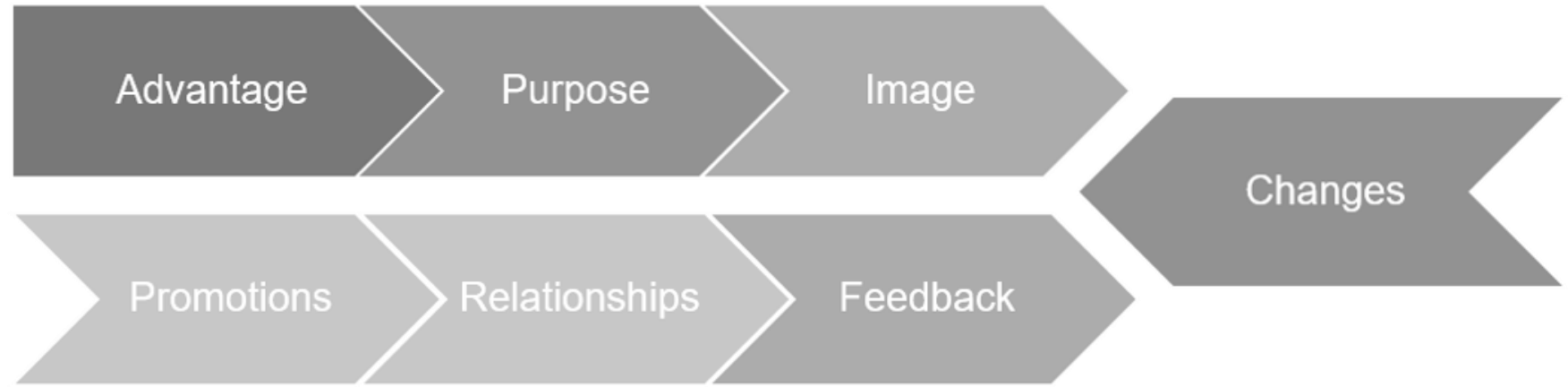
6000% Increase



7 Keys to Marketing

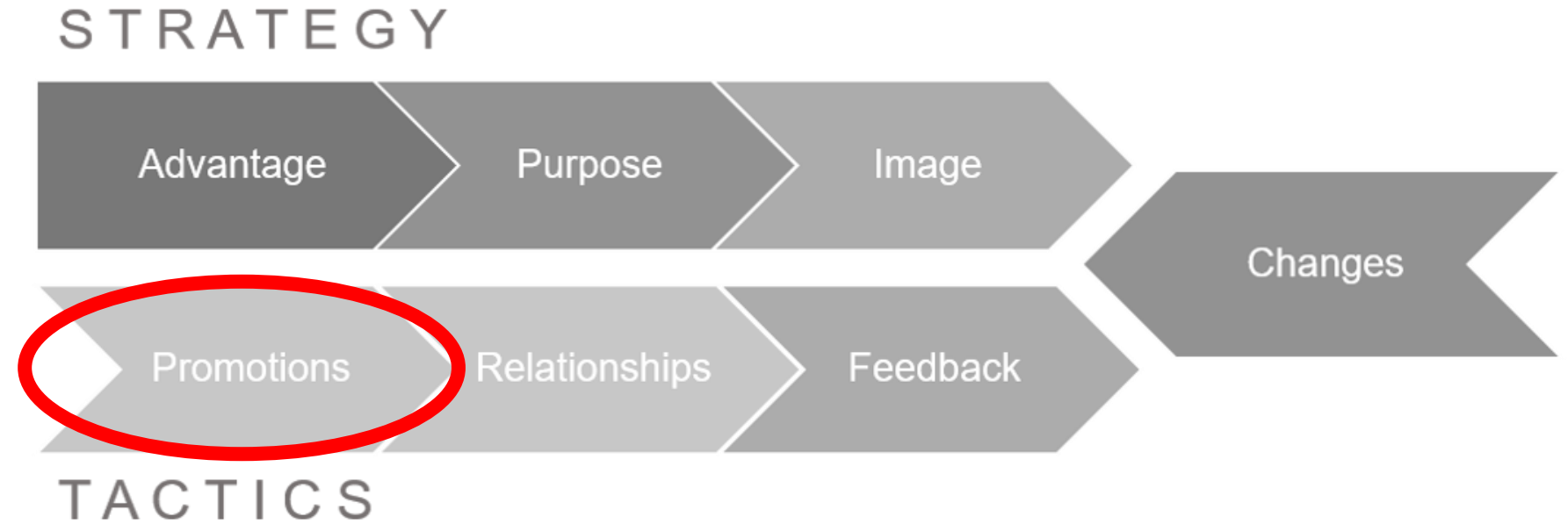
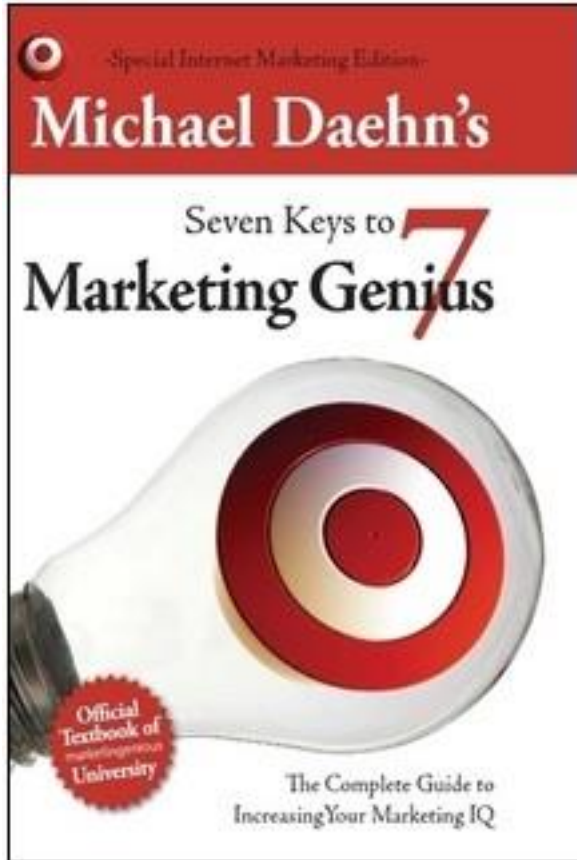


STRATEGY

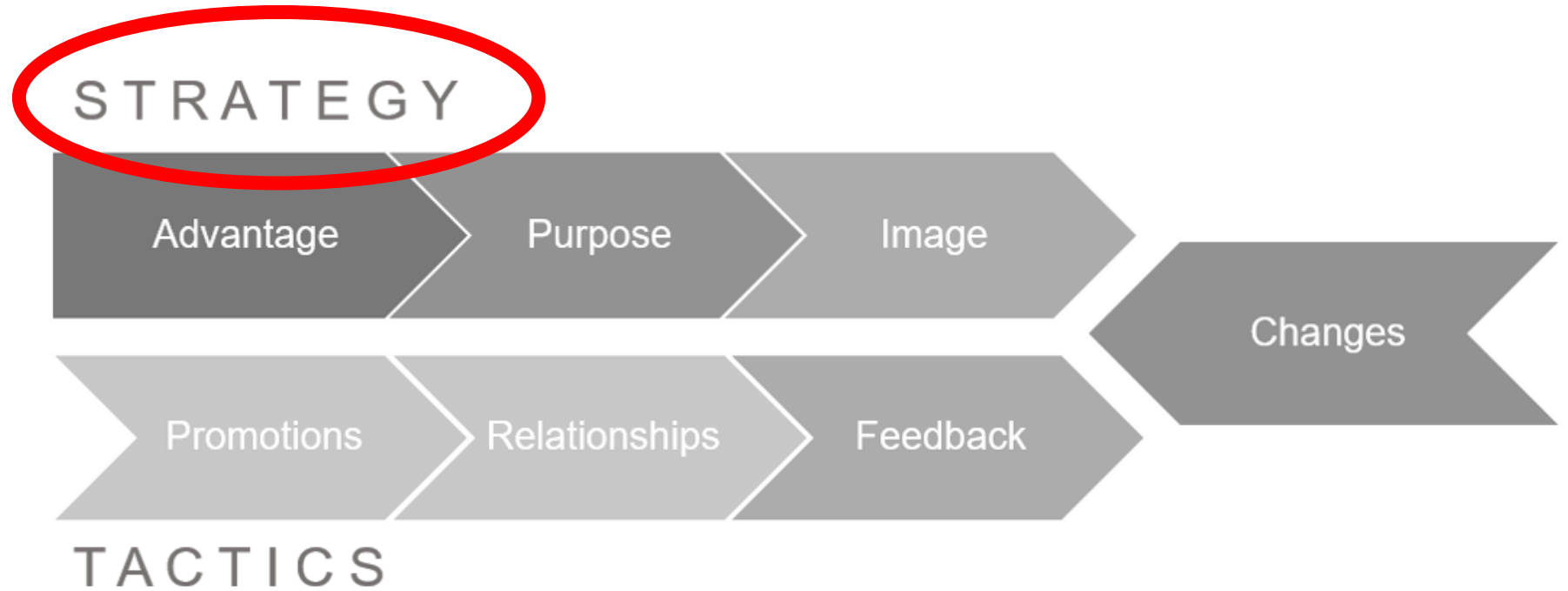
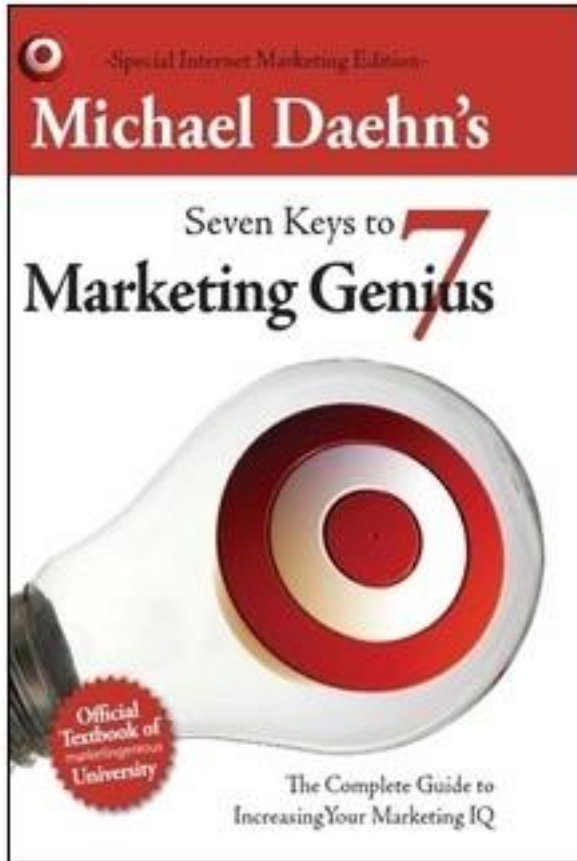


TACTICS

7 Keys to Marketing



7 Keys to Marketing



Promotional Tools

Advertising

Public Relations & Publicity

Sales Promotion

Personal Selling

Direct Selling

Digital/Interactive

Promotional Tools

Advertising

Public Relations & Publicity

Sales Promotion

Personal Selling

Direct Selling

Digital/Interactive  Social Media



WHAT'S THE BIG CAMPAIGN IDEA?

WE'RE GOING DIGITAL

FACEBOOK

YOUTUBE

A MOBILE APP

PINTEREST

WHAT ARE WE GOING TO DO IN ALL THOSE CHANNELS?

I DUNNO, WE'LL FIGURE IT OUT LATER

TOM FISH BURNE



Best Practices

- Start with a strategy
- Build community – SOCIAL media
- Syndicate content
- Use to enhance your SEO
- Use the right tools
- Be cautious

Build Community








- Start conversations
- Answer questions
- Post, share, retweet others
- Phone number needs to be answered
- Community management
- Don't dump promotions into the stream

Syndicate Content

Content Syndication

Created content should be distributed and repurposed across multiple platforms.

Distribution Method

Content	WWW Website	 Twitter	 Facebook	 LinkedIn	 Pinterest	 Instagram	 YouTube	 Email
Blog Post	✓	✓	✓	✓	✓			✓
Image/Picture	✓	✓	✓	✓	✓	✓		✓
Video	✓	✓	✓	✓	✓	✓	✓	✓
Case Study/White Paper	✓	✓	✓	✓	✓			✓
Article	✓	✓	✓	✓	✓			✓
Book/eBook	✓							
Press Release	✓			✓				

SEO from Social Media

[Michael Daehn \(@RentMyCMO\) | Twitter](#)

<https://twitter.com/rentmycmo>

The latest Tweets from **Michael Daehn** (@RentMyCMO). Need some marketing help? Rent Michael as your CMO. @MichaelDaehn is a 20 year marketing ...

[Michael Daehn \(@michaeldaehn\) • Instagram photos and videos](#)

<https://www.instagram.com/michaeldaehn/>

279 Followers, 404 Following, 1046 Posts - See Instagram photos and videos from **Michael Daehn** (@michaeldaehn)

[Michael Daehn - Amazon.com](#)

https://www.amazon.com/Michael-Daehn/.../B0052AU9N6%3Fref=db_s_a_mng_rwt_s...

Michael Daehn is an experienced marketer, web strategist and author. He knows how to get traffic to your website and convert visits into sales. Check out his ...

[@MichaelDaehn - White Dragons Soccer #katch - YouTube](#)

<https://www.youtube.com/watch?v=x0GJIAvhsx8>



May 12, 2015 - Uploaded by katchkats

This video was automatically created by

<http://katchkats.com>. It was originally streamed on Meerkat by ...

[Michael Daehn, MA, MBA - Owner/Marketing Consultant, Rent My ...](#)

<https://www.linkedin.com/in/michaeldaehn>

View **Michael Daehn, MA, MBA'S** profile on LinkedIn, the world's largest professional community. Michael has 10 jobs listed on their profile. See the complete ...

[Michael Daehn, MA, MBA | LinkedIn](#)

<https://www.linkedin.com/today/posts/michaeldaehn>

Check out professional insights posted by **Michael Daehn, MA, MBA**, Owner/Marketing Consultant, Rent My CMO – Marketing Strategy Agency.

Use the Right Tools

- Posting tools
- Sentiment analysis
- Listening
- Team management
- Customer Service
- Approved posts



Hootsuite™

radian6

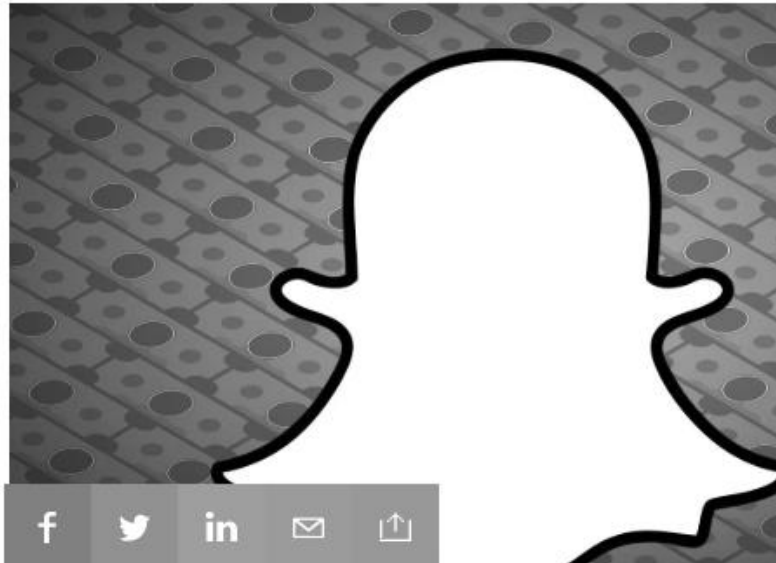
HubSpot

Cautions

- You don't own social media platforms
 - Platforms get SEO
 - Platforms make the rules
 - Platforms disappear
- Fads
- Twitter in Navigation
- Backlash
- Don't put eggs in one basket – diversify
- Use right tools for the right job – who is the target audience?
- People convert on your website not on social media

Snapchat loses 2M more users in Q3 as shares sink to new low

Josh Constine @joshconstine / 5 months ago



ars Ars Technica

YouTube loses advertisers over “wormhole into pedophilia ring”

Jon Brodtkin • 02/21/2019 12:36 pm • Biz & IT, Policy

[View non-AMP version at arstechnica.com](#)



MESSAGING FACEBOOK SOCIAL

This could be the beginning of the end for Facebook’s social network

Facebook is pushing more deeply into private, encrypted communication. What does that



Social Media Should Drive Traffic



Promotional Tools

Advertising

Public Relations & Publicity

Sales Promotion

Personal Selling

Direct Selling

Digital/Interactive

Integrated Marketing Communications (IMC)

- **Synergy – 1+1=3 or more**
- **Multichannel**
- **Consistent and Congruent**
- **Holistic Approach**
- **Use social media if and when it fits**



Questions?



Rent My CMO/The Marketing Guy

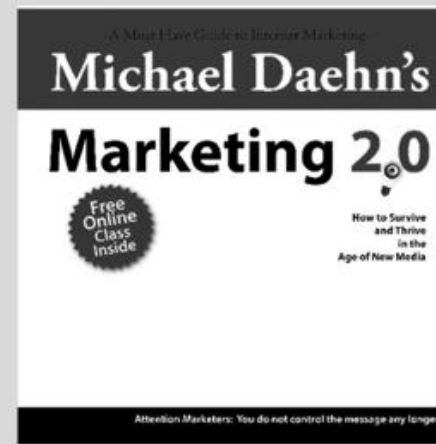
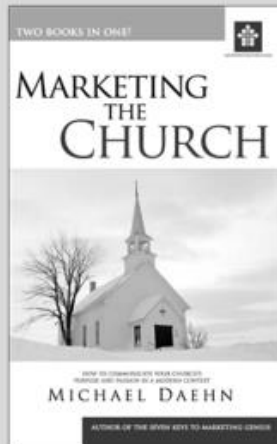
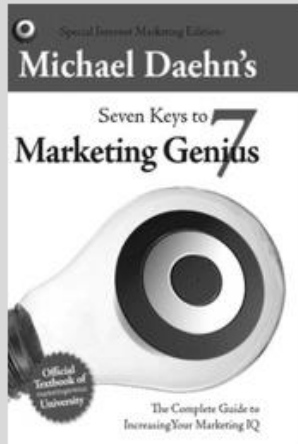
Michael Daehn, MBA

Rent My CMO/The Marketing Guy

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330.333.2346

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STAGES OF SOCIAL NETWORK ADOPTION BY MARKETERS



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