

Social media network broadcasting: Not just another sales pitch

One of the advantages of using social media networks for creating new business opportunities is the ability to share great information without having to rely solely on the traditional sales pitch approach. Absent the hard sell, “social media network broadcasting” allows for the opportunity to engage with people on a number of levels, from personal interaction to thought leadership. Broadcasting includes sharing your own original content/information, re-sharing other information and content (via your colleagues, friends or media sources), or having a conversation about a specific topic.

So, rather than looking at using your posts in social media networks as just another overt sales pitch method, try deploying a personal “broadcasting” campaign to encourage the people in your networks (LinkedIn, Twitter, Google+ and so forth) to look forward to hearing from you. That will only add to your new business development process. The more frequently the people in your networks (or your “audiences”) read about you and all the interesting things you have to say or share in their various social media network newsfeeds, the more “buzz” you can create for yourself and/or your law firm.

With the right strategy and a consistent tactical plan, your social and other online media (blogs, groups/forums) network audiences will eventually start to share, like and even comment on your broadcasted content (original articles, shared content, or back-and-forth conversations, etc.). During this process, audiences will also share your content with their audiences, who may also then share with their audiences and so on. It’s a viral process (and it doesn’t happen overnight – it takes time to build up) that will eventually add to your online public reputation and increase your online publicity, which in turn will support your traditional sales and business development processes.

That’s a win-win situation, no matter how you look at it. Rather than simply telling your public what you offer and how valuable it is, social media broadcasting allows you to demonstrate – over time and in a very direct way – why you and your product or service is of benefit and why people should believe the person (you) or the company behind it. Reading what is being shared by others in your social media network newsfeeds can also give you insight into what’s on the minds of your clients or potential clients: what they like, what they don’t like, and what they’re saying about you and your competitors.

Good information is the lifeblood of social media networking. While it’s important to create a robust profile in a variety of networks, these no longer can remain static. The more you broadcast (on any level), the better your reach-out to your audience will be. This generates publicity and enhances your public reputation, and develops web- or blogsite traffic, direct email inquiries or calls. Social media broadcasting success also benefits from the sharing of non-competitor information through your various channels, from featuring guest bloggers to recommending the products and/or services of others to your



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audiences.

You can easily measure the effectiveness of social media broadcast efforts to gauge the level of impact it's having on your business. Here are some typical social media measures I look at:

1. Number of new followers and connections, such as "new likes" on Facebook, followers on Twitter, connections on LinkedIn, etc.
2. Traffic to your website or blog measurement from social media sources such as Twitter, LinkedIn, Facebook, etc.
3. Number of new email (newsletter) list or blog subscriptions compared to your old rates before ramping up your social media efforts.
4. The "reach" of your social media broadcasting efforts (how many people beyond your own network channels read/see your posts).
5. Level of audience engagement (number of comments, questions, etc.).
6. Number of people buying your product or service as a result of a social media network referral.
7. Physical sales numbers before and after starting your social media campaign.

The bottom line: If you want to get results (or ROI) out of your social media participation (investment) effort, you must engage in social media network broadcasting. Just as traditional advertising and sales approaches remain critical components of your marketing and branding toolbox, social media network broadcasting is also becoming more and more necessary. Surprisingly, even with numerous social media networking success stories and case studies there are to learn from, many attorneys and law firms are quick to brush these off as "fluff" or gratuitous. If done well, strategically and tactically – with the right mix of solid information, social media channels, audience engagement and tangible measurements – social media network broadcasting *is* a proven publicity and lead-generation strategy that can get and keep you in front of your target markets and set you apart from the competition. Interestingly enough, everyone who is part of this pay-it-forward process will also benefit!



Laurie Pehar Borsh is a 25+ year B2B and B2C public relations and promotions veteran who merged her traditional skill set into producing and managing digital publicity and public relations campaigns and projects for clients in the early part of the new century—the dawn of social media. As a social media publicity producer, Laurie's mission is to help clients cut through the clutter of the overwhelming "new media beast" with better strategies and best-practice tactical plans to ensure a continual return on investment.