



## **IGolf Social - An overview**

### **About Social Media and Optimization**

Social media marketing is the process of gaining website traffic or attention through social media sites.

Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it with their social networks. The resulting electronic word of mouth refers to any statement consumers share via the Internet (web sites, social networks, instant messages, news feeds) about an event, product, service, brand or company. When the underlying message spreads from user to user and presumably resonates because it appears to come from a trusted, third-party source, as opposed to the brand or company itself, this form of marketing results in earned media rather than paid media.

Social media optimization (SMO) is the use of a number of social media outlets and communities to generate publicity to increase the awareness of a product, brand or event. Types of social media involved include RSS feeds and social news, as well as social networking sites, such as Facebook, Twitter, and video and blogging sites. SMO is similar to search engine optimization (SEO) in that the goal is to generate traffic and awareness for a website. In general, social media optimization refers to optimizing a website and its content in terms of sharing across social media and networking sites.

Social media has become essential to the survival and success of any organization, business or campaign. These useful tools help you communicate your message and expand your network.

**IGolf Social** is here to help set up your social media channels so you get the most out of each platform. With social media account managers, social marketing and SEO strategists in-house, the IGolf Social team has the knowledge and ability to create, implement and maintain your channels at a fraction of the time it would take most internal sources.

### **Awesome Social Media Facts Figures and Statistics** (edited from Yahoo Finance & Business )

Facebook is now part of most people's web lives, Twitter is where a lot of people are reading the breaking news and if you want to be entertained then just dial into YouTube.

Despite its minimal mindshare, media profile and awareness Google+ has woven its way into our consciousness and is now the second largest social network.

As if these social networks aren't enough to distract us then we also have Pinterest and Instagram to add to the online temptations.

The social web is the modern version of Alice in Wonderland, where we are following not one but many rabbits down innumerable rabbit holes.



What are two key factors driving the social web in 2013?

According to a Global Web Index study it is:

Mobile – with the number of people accessing the internet via a mobile phone increasing by 60.3% to 818.4 million in the last 2 years.

Older users adoption – On Twitter the 55-64 year age bracket is the fastest growing demographic at 79% since 2012. The fastest growing demographic on Facebook's and Google+'s networks are the 45 to 54 year age bracket at 46% and 56% respectively.

These 2 key factors are keeping the social web bubbling along. So maybe the reason your grandparents aren't turning up to that dinner party is that they have now discovered Facebook and Twitter!

So let's look at some of the fact, figures and statistics for the major social networks.

### **Facebook**

Facebook continues to grow and work out how to make money from its ads and mobile users.

Here are the latest facts and figures from its earnings call for the first quarter of 2013

- Daily active users have reached 665 million
- Monthly active users have passed 1.1 billion for the first time
- 751 million mobile users access Facebook every month
- Mobile only active users total 189 million
- Mobile now generates 30% of its ad revenue up from 23% at the end of 2012

### **Twitter**

Twitter is the fastest growing social network in the world by active users according to a Global Web Index Study.

So how does that translate to hard numbers?

- 44% growth from June 2012 to March 2013
- 288 million monthly active users
- That means that 21% of the world's internet population are using Twitter every month
- Over 500 million registered accounts
- Twitter's fastest growing age demographic is 55 to 64 year olds, registering an increase in active users of 79%



## **YouTube**

When you wanted to watch a video it used to be VCR, then it became a DVD player, then we moved onto cable networks and now it is YouTube.

These numbers from YouTube's own blog put some perspective on its penetration into our culture and time.

- 1 billion unique monthly visitors
- 6 billion hours of videos are watched every month
- This means that 50% more hours of video are watched in March 2013 compared to last August when it was 4 billion hours a month and last May when it was 3 billion.
- YouTube reaches more U.S. adults ages 18-34 than any cable network

## **Google+**

Google+ is making an impact on the social media universe and is now the second largest social network.

What are some of the numbers on Google's social network built to protect it from Facebook's growth and data capture to ensure it remains relevant?

- It is Google's social layer that enhances its other online assets.
- 359 million monthly active users according to a Global Web Index study
- Its active users base grew by 33% from June 2012 through to March 2013

## **LinkedIn**

The largest professional business network on the planet continues to grow but not at the pace of Twitter or Google+

Here are some numbers from Visual.ly.

- Over 200 million users
- 2 new users join it every second
- 64% of users are outside the USA

**Can any business really afford not to have a Social Media Marketing Plan?.....**



## **IGolf Social - Services:**

Social media changes every day. We are here to stay on top of these changes so that you don't have to. We study search engine algorithm updates and provide dynamic changes to our clients. Our services span far wider than just posting or tweeting.

Our contract plans include:

- Policy creation & implementation
- Strategy creation & implementation
- Research
- Analysis of influence
- Comparison to competitors
- Management

You can use IGolf Social to manage your social media channels. We keep you up-to-date with monthly reports, analytics and recommendations along with text, video and photo suggestions to engage your target audience. If you don't have Company social media pages, we can also build them for you and integrate them into your website.

Our monthly social media management costs range from \$300 – \$2,500 for the average business client.

## **COMMON SOCIAL MEDIA OUTLETS :**



As the most popular social media channel, **Facebook** is a great way for business owners to connect with and expand their audience. With easy event, photo, video and application sharing features, Facebook creates an opportunity to personalize your brand and engage your “fans” with updates and interesting information. Share information for free, or set up ads and contests to expand and engage your audience!



**Twitter** is a micro-blogging platform based on 140-character posts. This social media platform provides an opportunity to easily monitor what people are saying about your brand, your competitors and leaders in your field. Use it to inform and expand your audience and learn about important industry news. Twitter is the perfect place for short messages, quick tips, and useful links.



As a professional networking channel, **LinkedIn** is a great place to connect with potential clients, partners, corporate sponsors and more. Network and build recommendations and endorsements through your personal profile or share your company's mission, business updates, products and/or services through a company page. Though once seen as a networking site for those seeking employment, LinkedIn has become a popular way to connect with and expand your professional audience and clientele.



Google is constantly launching new products that integrate **Google+** with search results. By sharing content to your Google+ page with relevant, new information on a regular basis, you are much more likely to be pushed up through the ranks of Google search results. Linking your Google+ profile to your website through Google Authorship will greatly benefit your Page Rank and help you climb the Search Engine Results Placement ladder.



Nothing tells a story quite like video. Share your mission and stories of those who benefit from your cause through this free video-sharing tool. **YouTube** also offers special features for businesses – we will make sure your business is properly set up to receive these benefits. Whether you have professional videos or simple camera-phone clips, YouTube is a great place to post your videos and share with others.



**Pinterest:** This online pin board allows you to share photos, info graphics and videos. If your products target women – this female-dominated social media channel is a great place to network and market your organization.



**Instagram** This photo sharing social media platform is gaining popularity fast. Show off your product photos on this hip, easy network channel. Instagram is great for companies with photo-worthy products and personalities. With fun filters and easy sharing features, Instagram is for everyone, not just photographers.

The typical **iGolf Social** execution plan:

- I. Initial Consultation Meeting; \$150 - 500
  - a. What social media you are utilizing
  - b. Describe your business and goals
  - c. Describe your target audience
  - d. Describe your geographic target
  - e. Your social media budget as a percentage of revenues and overall advertising
- II. iGolf Social;
  - a. Who we are and what we do
  - b. Overall product & services provided
  - c. Portfolio
- III. Provide Custom Social Media business strategy
- IV. Employee Training
- V. Implement selected plan
- VI. Watch your business grow!