Getting the most out of Social Marketing

Your How To Guide
Getting Started

Access your account at www.directwest.com using your established username and password.
Recent activity allows you to keep up to date at a glance.
Click on the icons to access the active products within your account.
Managing multiple social networks is difficult, which is why Directwest provides Social Marketing: the easiest platform for your business to build and manage its Social Media and find new leads.

It gives you the opportunity to:

- Post to multiple social channels
- Publish Interesting Content to Customers
- Help provide stellar customer service
- Deliver real-time social leads
- Track performance across profiles
Set up your defaults:

89% of small businesses find that social media helps them gain exposure and increase their web traffic.

Enter a username and password to connect each of your profiles. For Facebook and Google, you will have to connect a personal account that has Administrator access to the business page.
Directwest lets you do more with social media. From one tab, you can:

- Publish content to multiple social sites with the push of a button
- Preview the look and feel of your message before it goes out including Twitter character count
- Schedule a post and “set-it-and-forget-it”
- Compose with the red pencil button

According to Forbes, 79% of Canadian consumers will Like a company on Facebook because it offers incentives.
Manage your content searches to optimize what shows up here so you always have something of value to share with your followers.

Articles can be shared with the click of a button.

31% of business owners say they don’t know how to use social effectively or “don’t know what to post”
Manage content searches

There are lots of pre selected options that you can add or delete to customize to your business.

Or you can add a custom feed by clicking Add, then copy/paste the URL E.g. http://rss.cbc.ca/lineup/topstories.xml
Stellar customer service

Save time and money by having the ability to use Social Media for customer support:

- View comments from social media channels in one place
- Respond to every interaction from the same intuitive screen
- Manage ongoing conversations with thread tracking

The Social Feed alerts businesses as soon as someone posts something to their Facebook Page, mentions them on Twitter, or writes on their Google+ profile.

53% of small businesses use social media for customer support.
Leads - How to Attract Customers
Every day, millions of consumers declare their buying intentions on Twitter.

- Gather leads based on geo-targeted keywords
- Create unique searches and receive alerts when prospects are discovered
- Start conversations with customers and offer incentives to buy
Responses sent from the dashboard appear as though they have come directly from your Twitter account.

Compose and store common responses you can reuse to quickly reply to Twitter leads.
Leads - How to Attract Customers

@MichelleAlli tweeted: locked keys in car, while running #badstarttotheday #30minwaitforCAA

@JoesLocks replies: we’ve got a truck in the neighborhood who can be there in 5. Shall we send him over? :)

@MichelleAlli replies: WOW yes please!!! Thanks, you guys rock :)

1. Start by entering a search term that’s applicable to your business. For example, if you’re a locksmith, try “locked keys in car”

2. Identify the hottest leads based on what people are currently talking about.

3. Reply to the lead with the click of a button.

4. Get off the internet and go help your customers out!
Here you can chart the growth of your audience on these influential social networks over time, and see how you compare to the Industry Average.
Questions?
www.directwest.com

Contacting us has never been easier.
Choose from one of the following options:

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