

A Common Sense Guide to Marketing Your Business Online Using Social Spaces

**By Roxanne Green
AKA Coach Roxanne**

Does using social spaces to market your business make you feel like pulling your hair out?



It doesn't have to be that way.

First, let's define social spaces. A social space is anywhere online where you can have a two or more way conversation with your potential customer, client or business partner (prospect).

One of the biggest things you want to remember about using social spaces to prospect is....**BE SOCIAL**. Do not just go to these places and pitch your business.

Don't think of online social networking any differently than in person networking. If you wouldn't do or say it in person, don't do or say it online.

That needs repeating. I want you to remember this if you remember nothing else.

If you wouldn't do or say it in person, don't do or say it online.

Your first contact with someone needs to be a social contact. Think of yourself at an in person event. A conversation with someone may go something like this:

“Hi...I'm Roxanne.” and then they tell you their name. “What do you do?” and they tell you what they do. THEN they may ask “What do you do?” You BRIEFLY tell them what you do. You do not vomit on them all about your great, wonderful greatest thing since sliced bread. You give them a one or two sentence overview and bring the conversation back to them. This makes them feel like you are interested in THEM and not only in it for yourself.

Think of how you can adapt that online in social spaces. You can see their profile, so asking their name and what they do might be a little ridiculous, but you can comment on something they have on their profile to “break the ice”. Maybe you like the same TV show or have the same breed of dog or maybe you are both from the same area or maybe they are from an area you will be visiting soon or maybe you like the outfit they are wearing in their profile pic or

You get the picture. Find something, anything, that can be a common ground to get a conversation started. And make it a real interest or a real common ground or they will see through you.

I get private messages on social spaces all the time. Here is an example of one:

Hi Roxann,

I see that you are into networking. I have an ebook that will save you years of failure and frustration. Get it at myurl.com.

If you want to be friends, send me a friend request.

HELLO??

First, he spelled my name wrong. Bad move.

Second, I am not experiencing years of failure and frustration so how can this person assume that I am?

Third, I ignored his suggestion that I sent him a friend request because I consider this email to be an annoyance and I do not like being friends with annoying people. ;-) You send an email like this AFTER you get to know someone and know that they need what you have to offer. Even then, this is not an email to send unless they have told you specifically that they are experiencing years of failure and frustration.

You can put things like this on your own profile and then those who want it can click on it. Once you learn to network socially, those who like you will click on your profile to learn more about you. They will pay more attention to the updates you put on your own wall.

SOCIAL MARKETING

MISTAKE #1

I see this all too often. It's the biggest mistake you can make when using social spaces to market your business. Do not EVER, EVER, EVER, under any circumstances, go to someone else's space and post links to YOUR DEAL. Always post the links on your own space and then, IF people like what you have to say and IF they want to, they can go to your space to learn more about you and click links from there.

When you are interacting on someone else's space, ONLY interact. Do not leave links to your stuff. It's considered one of the rudest things you could do.

Your goal on social networking spaces is to network socially.

SOCIAL MARKETING

MISTAKE #2

This particular social networking mistake is specific to facebook at the time of the writing of this ebook, but may pertain to other social spaces in the future.

DO NOT ADD PEOPLE TO GROUPS WITHOUT THEIR PERMISSION.

Every day I have to go and unsubscribe from 2 or 3 groups that people have added me to. Trust me...all this does is makes people upset with you. That is the exact opposite of what you want to accomplish on social spaces. This is one of the worst things facebook ever implemented. It is only good for spammers.

SOCIAL MARKETING

MISTAKE #3

Don't start a conversation or thread on a forum with your pitch. The only place you should “pitch” or make an “offer” is on your own personal space. Your profile, your blog, your page, etc...

This way those who WANT to find out about what you have can do so and those who do not, don't have to have it shoved at them.

This is like being at a party and walking up to random people and saying “Buy my stuff”. Or “Hey...I have the best deal in the world...come find out about it” or shoving a book in their hand and saying “Read this, it will save you years of failure and frustration.”

You wouldn't do that in person. You would talk to them first. You would get to know them a little bit first and let them get to know you. It's kind of like going on a blind date and jumping up on the table at the beginning of dinner and stripping your clothes off. You wouldn't do that (I hope) in person so don't do it online.

SOCIAL MARKETING

MISTAKE #4

Tagging random people in your photos or videos.

This is just as bad as adding people to a group without their permission. If they are not in the photo or video and did not specifically ask you for it, do not tag them in it.

There is a reason this book is titled “A Common Sense Guide to Marketing Your Business Online Using Social Spaces”. Common sense is all that is required.

Remember...ask yourself “Would I do this in person?” before you do or say it online and you will be fine.

If, by chance, you are the type of person who would jump up on a restaurant table at the beginning of dinner and strip off your clothes, maybe you should not be marketing online. For the rest of you, it really is common sense.

Find more tips like these ongoing at my blog,
<http://RoxanneGreen.com>