



Section 3: Creating the Best Strategy for Your Company

Find Your Customers Online

Your customers are already online. The question is where? There are so many social media platforms available, it is impossible to cover them all. You have to be selective or the cost will exceed your return.

Social media differs from direct marketing here. If you mail a catalog to a home, someone will probably see it (if only to put it in the recycling bin). If you send a message via an online platform, the recipient has to initiate the viewing. Without active followers, your message is presented to an empty room.

There is a “build it and they will come” myth circulating in social media circles. It would be nice if you could choose a platform or two, set up your account and your customers find you. Some will, but unless you have decades to wait, the majority won't. You have to take the initiative. If you don't know where to go, you have to research and test.

Start capturing information today. Do you remember when email addresses were a new data field without a home? Social media ID's are similar. Your database needs to be adapted to accept these new contact fields. Since there is an abundance of platforms, your system has to allow multiple sites and user ID's per customer to be effective. Once you have enough data, you'll know where to start.

Find Your Customers Online:

- *Capture contact information at point of sale.*
- *Use search tools to find people by name or profile.*
- *Monitor chats and conversations about your company and products.*
- *Join the most popular platforms.*
- *Research your competition's activity.*