

## Why Social Media, Why Now?

As long as there have been people creating products and services, their customers have been talking about them. Thanks to the internet, those conversations are now happening online as well. And in the last few years, social media has given customers an unprecedented ability to exchange ideas and information about you, your business, your competitors, and your industry. A [recent eMarketer study](#) predicted that by 2012, 16% of the people in United States that use the internet will be blogging and 67% will also be reading blogs on a regular basis. Some of your customers are very likely online **right now** discussing you via blogs and other social media channels. If there are conversations happening online that involve you and your business, can you really afford not to join those conversations?

Thankfully, social media gives you the ability to connect with your online customers. And not just connect with them, but build relationships with these people. This is where the true power of social media lies; in giving you tools that let you build powerful connections with your customers. Your customers may be using blogs and social networks right now to talk about you. But if you use these same social media channels to interact with them, then you are talking **with** your customers.

This changes the entire dynamic of the conversation. Now you have a way to not only directly connect and communicate with your customers, but they can connect with you. You can change the conversation around your company, by joining that conversation. And in return, your company will be changed. You will better understand your customers, and they you. They will better understand you and your point of view, and be far more likely to evangelize you to other customers. Your marketing will become more effective and more efficient. And more effective and efficient marketing costs less.

As I am always saying, when it comes to social media **Don't focus on the tools, focus on the connections that the tools help facilitate**. What I strive to do is show you how to create, nurture and grow those connections with your customers, via social media sites and tools. My work and training is focused on showing you how to connect with your customers as real people, to create personal connections that ultimately grow your business, and make it more efficient. It's not about hype, it's not about pushing a certain tool on you, it's about working with you to develop a strategy that helps you better find your customers that are using social media, and connect with them.

Let's get started.

## Social Media Consulting and Training Services

Every business is different and has its own unique marketplace and customer base. And each business will have different needs when it comes to social media consulting. As a result, my services are aimed at helping businesses of all sizes, from small businesses, to large corporations. Additionally, while some businesses need to build a comprehensive social media strategy from the ground up, others are already running social media initiatives, and just need someone to make sure that they stay on the right track. My range of social media consulting and training services takes into account the different sizes and needs of potential clients.

### Social Media Consulting

The social media consulting services I provide cover four main areas:

**1 - Social media monitoring** - This includes showing your company how to not only follow the conversations happening about you online via social media sites/tools, but also teaching you how to respond. We'll go through not only setting up tools to help you monitor feedback from your customers on social media sites, but I'll also coach you on how to respond to this feedback in order to facilitate a healthy and positive interaction. If bloggers are blogging about your company, I'll show you how to track these conversations, and how to reach out to bloggers and interact with them. Or it could be that your customers are active on Twitter. If so, we can track that as well, and I'll walk you through how to best respond. The idea is to teach your company how to listen to the conversation that's happening about you online, and then help you become a participant in that conversation.

**2 - Blog consulting** - This could be helping a company improve their existing blogging efforts, or helping them launch a new blog. It includes teaching them how to craft compelling content that their readers can find value in. Also, I show your company how to create a sense of interaction with its readers, so that they can increase the number of comments, and links that they receive from other bloggers. We'll also look at the visual elements of your blog and see if there are other elements that can be added to enhance the experience for readers. This service does NOT include 'ghost-writing' posts or advanced template editing. It is HIGHLY suggested that a monitoring system (which could be created via the social media monitoring service) be in place to compliment any current or future blogging efforts.

**3 - Social media consulting** - Here we'll figure out which social media sites/tools a company's customers are currently using, and craft a strategy for using those tools as a way to connect with them. It could be that a company needs to create a strategy for

reaching customers via Twitter. Or Facebook, or MySpace. This service is also best used with a monitoring system as described in service #1. Once the monitoring system is in place and we can determine where a company's customers are, then we can develop a strategy for reaching them. As with the blog consulting service, the idea here is to increase interaction (and positive interactions) between the company and its customers, via social media.

**4 – Advisory and Mentoring/Training** – This service is aimed at a company that is already engaged in social media, and can do most of the ‘heavy lifting’ themselves, but would still like to have a trusted source available to advise them as needed. This service is often packaged with one of the first three services, to continue after those projects end. For example, a company might want to hire me to help them launch a company blog as part of a 4-month project, then retain me for an additional 3 months afterward to provide additional advisement and training, as necessary.

Let me stress that one of my core business beliefs is that you must be trained to use the tools that I am implementing. This is why I won't agree to a project unless you also let me provide training on the same social media tools that we'll be implementing. When my involvement with your company ends, it should be because you are now ready to handle the associated social media initiatives yourself, and no longer need my input. Outsourcing your social media work isn't a viable long-term strategy for most businesses, and my job is to make sure that you become self-sufficient in using these amazing social tools.

Fees for consulting services vary by the scope of the project, with a monthly fee of \$2,000.00-\$9,000.00. Typical project length is 3-4 months. Less intensive advisory services are available in addition to, or separately from the above consulting services, and start at \$2,000.00 per month. Please feel free to request a custom quote by emailing me at [mack.collier@gmail.com](mailto:mack.collier@gmail.com) .

## Social Media Workshops

Half or full-day workshops are a wonderful way to quickly bring your business up to speed on social media. Workshops are customized to cover topics relevant to your specific business needs. Here are some possible topics:

### **Blogging for Business:**

Many businesses are trying to figure out whether they need to integrate blogging into their marketing plans. What will be the ROI from blogging? Will customers be more inclined to buy because you have a blog? These are just some of the questions being tossed around by intrigued marketers. I'll touch on blogging as a component of a greater marketing scheme for your business including engaging content, customer feedback, and sales tools. I will show you how you can position a blog as a tool to grow your business, and also cover if a blog is right for your particular situation.

### **What is Social Media and How Can it Impact Your Business:**

Here, we dive into the social media waters and explain what exactly blogs, social networks, and micro-blogs really are. After covering exactly what these social sites and tools are, I'll walk you through the unique advantages and challenges that are associated with using each one. Finally, we'll wrap up by showing you which tools/sites you should be using, based on your unique business goals.

### **Monitoring the Blogosphere and Social Media:**

Even if your business isn't blogging or actively using social media, you can still benefit from these tools by monitoring what is being said about your business online. In this session, we'll talk about the importance of finding and responding online feedback (both positive and negative) that others are leaving about your business. We'll cover the tools you can use to do this, and how to interact with people that are using these tools to communicate online with each other about your business.

### **Micro-Blogging 101:**

Twitter? Plurk? What are these sites anyway? I'll explain to you how to get started using micro-blogs and sites such as Friendfeed to better connect with, and communicate with current and potential customers. We'll cover how you can use these sites to provide improved customer service, better monitor your industry, and as professional networking vehicles.

Fees for this service are based on topic and length. Half-day workshops are 2-4 hours in length, and cost \$2,500.00. Full-day workshops are 6-8 hours, and cost \$5,000.00. Fees are in addition to your covering all associated travel costs; including flight, taxi, food, and hotel for two nights.

## Speaking

I am also available to speak on social media and marketing topics at your private event, or conference as a speaker, panelist, or keynote presenter. Please contact me by emailing me at [mack.collier@gmail.com](mailto:mack.collier@gmail.com) to get a custom quote for this service, as my rates and availability are more fluid for this service.

### Mack Collier's Bio



Mack Collier is a [social media consultant](#), [trainer](#) and [speaker](#). He has been actively immersed in social media since 2005, and in that time, has helped advise, teach and consult with businesses of all shapes and sizes on how they can better connect with their customers via these amazing tools and sites. While being passionate about the social media space, what truly excites Mack is the human connections that can result from the proper use of these social tools. His motto is "Don't focus on the tools, focus on the connections that the tools help facilitate." His goal is to help his clients create those connections with their customers, and nurture them into relationships that help grow their bottom line.

His social media 'homebase' is The Viral Garden, which in 3 years time Mack has grown into an influential marketing/social media blog with a monthly readership of over 100,000. He is also a frequent contributor to the website [Marketing Profs](#), as well as the marketing blog [Daily Fix](#), and small business blog [Search Engine Guide](#). His writings have been referenced in several mainstream publications and websites, including The Washington Post, MSNBC.com, Ad Age, CNET, and The Boston Globe.

Mack is also a requested speaker and has presented at some of the top social media conferences and events, including South By Southwest Interactive, Marketing Profs Digital Marketing Mixer, and Small Business Marketing Unleashed. He is also passionate about teaching companies how to use social media sites and tools more effectively, and offers training and seminars privately to companies, in addition to his public speaking schedule.

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