



David Sher, Partner

Buzz 12 Social Media Outsourcing



About David: David Sher is a Partner with Buzz12, a Birmingham Alabama business operated with business partner Phyllis Neill. In addition to being in charge of sales for Buzz12, David is currently also Co-CEO of AmSher Receivables Management—a nationally licensed collection agency headquartered in Birmingham, Alabama. Previously he was the owner & operator of Mr. King Furniture, Happy Rents, & Diamonds Now. He has served as Chairman of the Birmingham Regional Chamber of Commerce, Operation New Birmingham (ONB), City Action Partnership (CAP), the Downtown YMCA, & the International Association of Commercial Collectors. He has authored several books, given speeches all over the U.S. & taught thousands of people through workshops & seminars.

About Buzz12: It's not a matter of whether a business will have a social media strategy; it is only a matter of when. And a business has only two options. It can do the social media itself or outsource it. The outsourcing is what we do.

dsher@buzz12.com

www.facebook.com/buzz12

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www.youtube.com/buzz12

www.sharepoint.net/buzz12



10 THINGS EVERY BUSINESS SHOULD KNOW ABOUT SOCIAL MEDIA

- 1. Social Media is not a fad.** Social media is not going away. Facebook has over 500 million members and is gaining 5 million members a week. If Facebook continues to grow at its current pace, by 2013 everyone in the world who has Internet service will be on Facebook. Twitter grew over 1,500% last year.
- 2. Social Media is not just Facebook and Twitter.** LinkedIn has over 70 million members and a new member joins every second; Windows Live Profile 164 million; MySpace 110 million. There are thousands of social media sites; more than 200 million blogs; and YouTube gets over a billion views a day.
- 3. What got you here won't get you there.** Big media is suffering. Newspaper advertising revenue dropped 26% last years. Many magazines are being outstripped by blogs like the *Huffington Post*. Listeners are avoiding commercial radio by listening to iPods, satellite radio or Internet radio. Viewers are skipping commercials on TV with TiVo or DVR.
- 4. The rules of marketing have been turned upside down.** The traditional marketing model is to buy an ad and push it on your audience. This is not effective because your audience knows you paid money to tell them how great you are. The new business model is to engage your audience. You want them to choose to receive or "opt in" to your message and you want them to hear how great you are from their peers.
- 5. If you're not on the Internet, you don't exist.** Most people have stopped using the paper Yellow Pages. So when someone looks for your business they search for you on the Internet. With more than 100 million websites, you can't depend on a prospect stumbling upon you. Finding your website is like trying to find a needle in a haystack. The strategic use of social media pushes prospects to you.
- 6. Prospects qualify you before they inquire.** Before a prospect inquires about you, they Google you first. What they find out will determine if you will be considered. They review your website, look at your LinkedIn recommendations, read your blog, and see what others say about you.
- 7. It's social networking...not social NOT working!** It's easy to waste time with social media and get nothing out of it. That's why you have to have a strategy. Many companies set up a Facebook Page or create a Twitter account and then make posts that are a complete waste of time.
- 8. It's all about the content.** If you don't create relevant, meaningful, and valuable content, no one will pay attention. It's mandatory you research the Internet to find out what people are saying about you, your competitors, and your industry. Discover what social media platforms they use; listen to their conversations; then provide them with relevant comments and content.
- 9. Entrust social media strategy to adults.** Just because little Susie has 927 Facebook friends, knows how to upload pictures and videos to her MySpace page, or sent out 10,000 texts last month doesn't qualify her to run a tactical social media campaign. Just as watching ads on TV doesn't qualify someone to be the creative director of an advertising agency.
- 10. Social Media is as important to businesses selling to other BUSINESSES as those selling to consumers.**