

farotech SOCIAL MEDIA

HOW TO USE **SOCIAL MEDIA** TO
CONVERT MORE CLIENTS



UNIQUE PROCESS



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The Untold Truth



Social Media is a critical part of our Unique Process.

I feel the need to tell you the truth about Social Media. Social Media rarely works.

What I mean by that is that it rarely works without **combining it with Paid Advertising**.

Let me explain...



Death of Organic Reach



When social media first got its start, organizations like Facebook were able to gain tons of active subscribers to their platform.

However, once it reached a critical mass, Facebook did something brilliant. They gave companies unlimited free access to the social network. And companies came in in droves.

They thought, “Wow, this is a goldmine! One website where all of our potential clients will tell us everything about themselves... where they live, who they associate with, what they like, what they don’t like.”

It was the perfect place to market your products and services to a targeted audience. Just simply get people to like your page, and now they are exposed to all of your content—whether they like it or not.

And then practically overnight, Facebook turned off the water. Suddenly, all of the free visibility companies were getting...was gone!

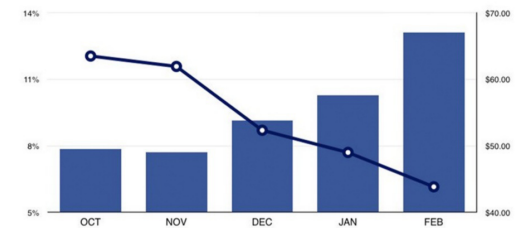
And your audience, including your fans, likes, and connections, went from seeing your content to seeing **practically nothing**. And as this Forbes article suggests, Facebook made billions.

When I say practically nothing, it is estimated that your organic social media reach went from **40%** of your content being seen by your followers down to an **astounding 2%**.

So, how did Facebook make money?

Well they said *“Hey Mr. Company you can still have access to that audience, but now you are going to **pay us** for the privilege of marketing to them.”*

Fundamentally, Facebook cares about THEIR business, not about YOUR business. ([click to tweet](#))



This chart we made shows Facebook's declining organic reach (according to a [widely cited study](#) from Social@Ogilvy) charted against Facebook's stock price during the same period. As organic reach dropped from approximately 12% to 6% (and now often at 1%), **Facebook's stock price moved from nearly \$50 to nearly \$70**, adding billions of dollars in marketing capitalization.

Yes, Facebook has encouraged businesses to build and reach audiences for “free” on their platform (until that free ride ended), and that should be no surprise whatsoever. Clear-eyed business observers have been raising the alarm about **building your house on rented land** for years, but Facebook has still been able to



Rachel S
Project Manager

In planning and executing social media initiatives, it's important to know who your target audience is and produce content that will push users down the funnel of awareness, attitude, and action.

Big Numbers

The Ultimate Digital Marketing Process



Now, this change *doesn't* mean that you shouldn't still want to actively generate more fans, followers, likes, and connections.

People like Big Numbers.

In fact, those numbers that used to hold so much value still have the benefits of something we call **"Social Proof."**

For every **"like"** a product or service gets on Facebook, it improves its **perceived value**.

But to be clear, these numbers rarely help your actual **organic social media reach**. That can only be acquired now through paid ads.

So, with that being said honestly up front, let's dive into some specifics of using social media as part of your marketing strategy.

The screenshot shows a website for Rothman Orthopaedic Institute. The header includes the logo, a '50 YEARS' anniversary badge, and a 'MAKE AN APPOINTMENT' button. The main content area features an article titled 'Three Procedures Our Shoulder Surgeons in NYC Specialize In Treating' by Anthony A. Romeo, M.D., dated March 8th, 2019. The article discusses rotator cuff surgery and includes a section titled '1. Rotator Cuff Surgery'. Overlaid on the bottom of the screenshot are five large social media icons: Facebook, YouTube, Twitter, Pinterest, and LinkedIn. A series of orange arrows originate from the top of these icons and point towards the article content. A text box on the left side of the screenshot contains the note: 'Note: G+ is no longer part of our process'.

ROTHMAN 50 YEARS

Call 1-800-321-9999

MAKE AN APPOINTMENT

Three Procedures Our Shoulder Surgeons in NYC Specialize In Treating

HOME > STORIES > BLOG > THREE PROCEDURES OUR SHOULDER SURGEONS IN NYC SPECIALIZE IN TREATING

Share

Anthony A. Romeo, M.D.
March 8th, 2019

Searching for a Shoulder Surgeon NYC Patients Trust?

Are you looking for a shoulder surgeon in New York City? Look no further than the Shoulder & Elbow and Sports Medicine specialists at Rothman Orthopaedic Institute. Surgery is not one's first choice, but sometimes it is unavoidable. If you ultimately decide surgery is what's best for your needs, know that you are in good hands at Rothman Orthopaedic Institute.

Three Shoulder Surgeries Our Doctors Are Expert Trained in Treating

- 1. Rotator Cuff Surgery**
Rarely having the ability to help themselves, rotator cuff tears require surgical treatment. The rotator cuff is a group of four muscles and tendons, and it is essential to keep the arm within the shoulder socket. It is the key to your arm's ability to lift and rotate. When one of the tendons tear, they begin to pull away from the bone. If this is a partial tear, it may heal on its own. If it is a full-thickness tear, it will not. Arthritis can also develop from a tear that goes untreated for too long. There are generally three different types of surgical procedures performed on the rotator cuff (depending on the size, location and severity of the tear):
 - Arthroscopy**- Needs a minimally-invasive approach. The surgeon makes a small incision in the shoulder to insert a scope and a small incision in the arm to insert a small incision. The surgeon then uses the scope to guide the surgery. The patient is able to return to normal activities of daily living, as well as return to work, as well as return to sports.
 - Open Surgery**- The surgeon makes a large incision in the shoulder. The surgeon then uses the open approach to guide the surgery. The patient is able to return to normal activities of daily living, as well as return to work, as well as return to sports.
 - Partial Repair**- The surgeon makes a small incision in the shoulder. The surgeon then uses the open approach to guide the surgery. The patient is able to return to normal activities of daily living, as well as return to work, as well as return to sports.

Note: G+ is no longer part of our process

MAKE AN APPOINTMENT

Select Appointment

CONTINUE

AD AGAIN. LIVE AGAIN.

Facebook, YouTube, Twitter, Pinterest, LinkedIn



80/20 Schedule

Month

Jan 2020

Today

30

31

Jan 1

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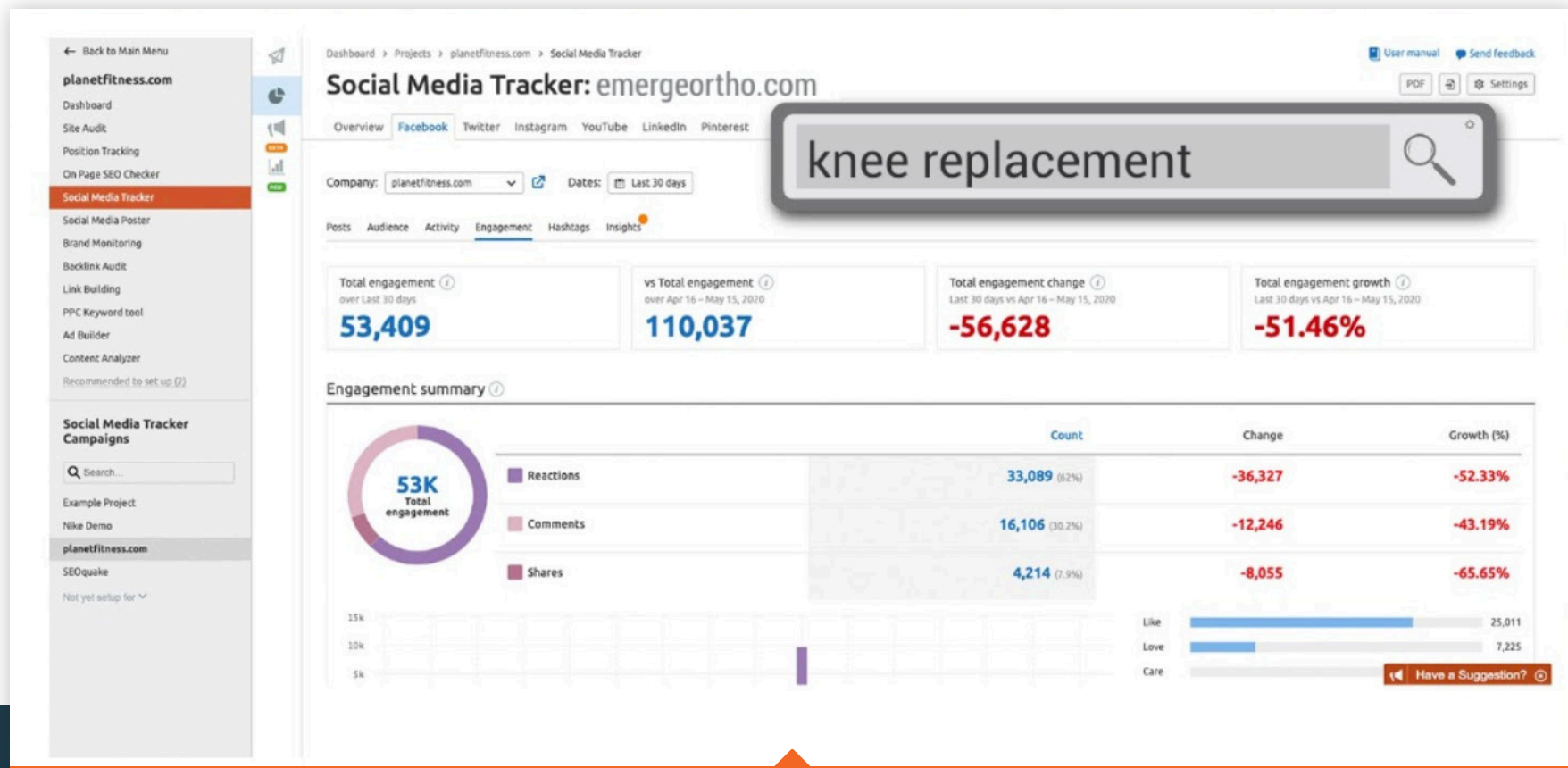
When discussing how the workforce will

A in

80/20 means that, as a general rule, we recommend that **80%** of your posts be about establishing you as a thought leader. This is where you share statistics, stories and compelling images.

The purpose of these posts are to

simply **add value** for your followers and establish yourself as a trusted resource. While the other **20%** of your posts can be used to talk specifically about and promote the features, benefits and highlights of your products and services.



Here's how social listening works. We obtain your company's keywords and apply them to our social media tools.

If someone in your social network uses one of those keywords in their

social media posts (*in the example shown above, the keywords was "knee replacement"*) then your organization will get a notification.

This automation gives you the immediate notice you need so you

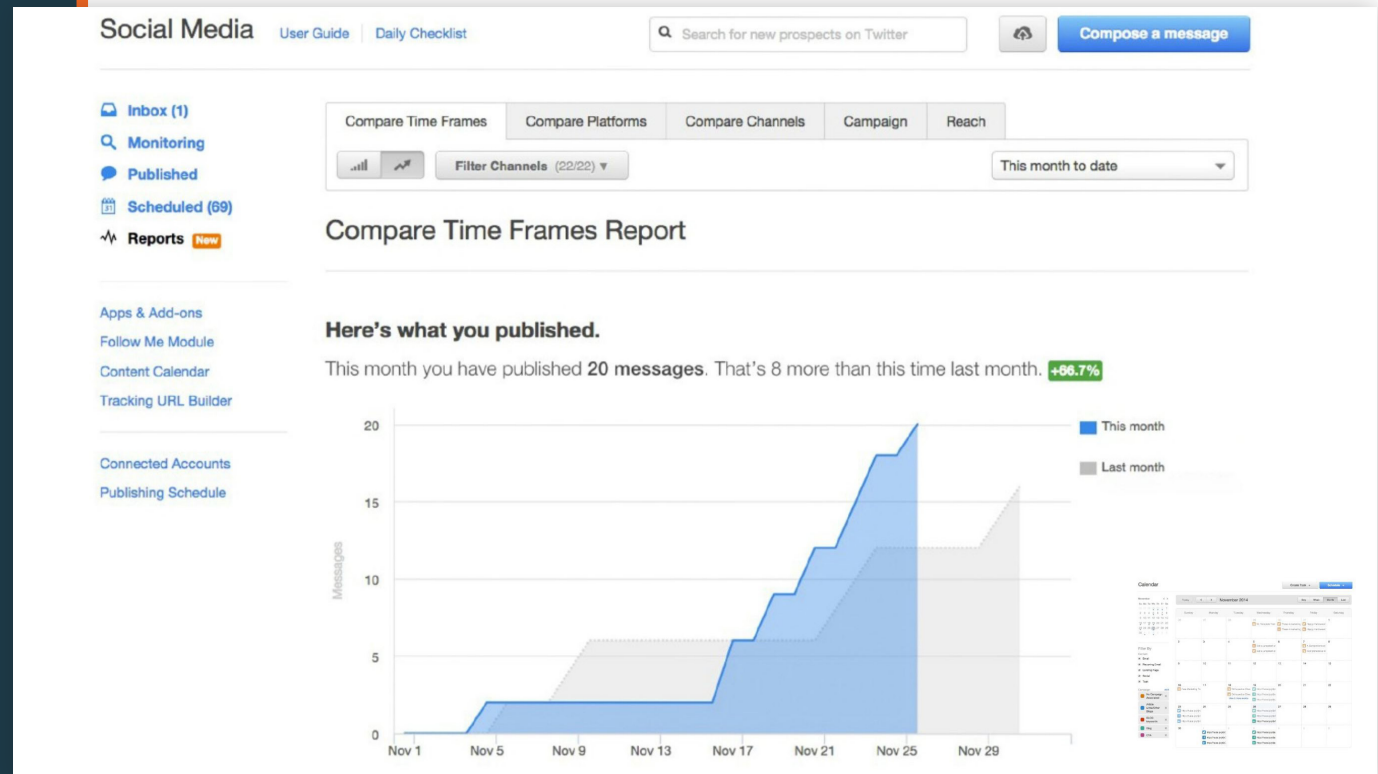
can reach out to them directly.

Just like with your content strategy, social media comes down to consistency.



Whoever said ***“don’t sweat the small stuff,”*** was obviously never in marketing.

We tirelessly review your social media analytics to figure what needs to be tweaked, and ultimately, which platforms and posts convert the best potential clients.



Summary

Ever feel like you're being watched? Are those shoes you searched for on Amazon following you around everywhere? That's not a coincidence. This is called Retargeting--a highly sophisticated method to track customer behavior that is one part of a social media strategy.

The #1 value of social media is that it's the biggest mall in the world and you need a store in it. This is where people are congregating. Social media allows you to get your content not only in front of those who have previously engaged with your content but to also use the demographic and targeting tools of social media to reach new buyers like never before.

Rather than convincing them to come to you, you can reach customers where they're at to present your products or services. But with so many platforms, which are the right ones for your business? Once we know that, what is the best approach to market effectively within them? How does your approach differ from B2B to B2C? How does it all tie together?

Just putting up a page isn't enough. What you should know about social media is that, without a paid strategy, your efforts will barely make a dent. According to research done by Forbes, Only about 2% of your organic audience can find you without having a paid strategy. You also want to have different strategies for different audiences. Ultimately, you should stop thinking about B2B and B2C and instead start to think about B2P--since every business is made up of people.

Retargeting ads that follow users around after initial research can help keep your brand top of mind for customers.

We use social media to craft messaging, brand awareness, and retargeting through:

- B2B, B2C, B2P (Business-to-people) channels
- Rich content & video
- Paid strategies
- 80/20 social media calendar
- ...and more.



Next Steps



As you can see, there is a lot you could and should be doing to grow your audiences to get more fans, followers, likes, and connections. Platforms like LinkedIn with an associated lead nurturing strategy can strengthen your B2B endeavors. An 80/20 social media calendar puts out daily content that establishes you as a thought leader or talks about your unique product or service. That leads us to **Paid Advertising**. Learn more about the pros and cons of paid advertising in the next eBook or download the full **Digital Marketing Process eBook**.

