

ROUND
TABLE

social media

If You Think It's Easy, You're Wrong

Effective use of social media means targeting your efforts and making a full commitment.

The Business Journal: How should a small business, and here we're defining that as 15 or fewer employees, in the Mahoning and Shenango valleys use social media? What does it take to get started and maintain a meaningful presence?

Richard Hahn, co-owner of Keynote Media Group: Let's begin with what the issues are in starting a social media program. Most of it is time. In starting a program, small businesses in particular – few people, few resources – are assigning somebody internally

to do what is very difficult to do.

But that's necessary when you start a program. We have seen companies where they have designated one person, who has other responsibilities, [to devote] four, five, six hours a week to nothing but social media. Time is the issue. No question about it.

You can develop content quite well. But finding that person, that individual who makes this work, is very difficult within a small company. But they have to do it. Every company we talk to knows they have to do it. They just don't know the basics of how to get it running. So we try to guide them so they can be successful.

Alison Oyler, digital content strategist, Innis Maggiore: The first thing that businesses need to

consider is knowing their audience, who they're targeting. Then they have to figure out how to provide value for those people. Social media is crowded enough as it is. And you have to be of value. You can't be intrusive. People don't want to be sold to anymore. So be relevant and be entertaining. Give people a reason to want to follow you and engage with your company.

Jim Komara, Palo Creative: Knowing how to get started is a very important topic, because there is a whole lot of social media space that is not claimed. If you search for yourself on Facebook and say, "Is this you?" or, "Our hours are wrong," that means that you as a business haven't even claimed your space.

So that's one of the first aspects of strategy: What

Who's Who,
Said What.

Participating in the round table discussion on social media that The Business Journal held April 13 were **James Houck**, president and owner of The Houck Agency; **Holly Fritz**, sales manager of IDMI.net; **Dennis Schiraldi**, owner of CYO Marketing and Marketing Conference DOYO Live; **Evan Sobinovskiy**, interactive director of the Prodigal Co.; **Joe Kuzma**, web developer and director of social media at Farris Marketing; **Jeff Ryznar**, owner of 898 Marketing; **William Sherhag**, director of social media at iSynergy; **Jim Komara**, digital director at Palo Creative; **Alison Oyler**, digital content strategist at Innis Maggiore Group; **Tom Delamater**, owner

of Delamater Media Group; and **Richard Hahn**, co-owner of Keynote Media Group. Copy editor **Dennis LaRue** moderated the discussion, leading the questions, aided by Publisher **Andrea Wood**, the vice president of market development, **Gail Hettrick**, and reporter **Josh Medore**. **Cynthia M. Allen**, a registered professional reporter with Steno Scribe, provided the verbatim transcript that LaRue condensed and edited. **Natasha Clark** shot the one-on-one interviews that followed and will run on BusinessJournalDaily.com. **Tony Mancino** took photographs of the participants during the 90-minute round table held at the Holiday Inn-Boardman. The second installment of the discussion will appear in our MidMay edition.



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is the vanity name of all your social media properties going to be? Have you claimed them all? Do you have a Twitter account? Do you have your Facebook vanity name set up? And, of course, most of the clients just getting into it don't know that they need to do that. Having that plan and a strategy, claiming your properties, are very important.

In the beginning of the internet, you had to claim your domain name. Well, now when you're a new business, and you're picking a domain name, it's also very important to ask, "How does the Twitter handle relate to that? How does my Facebook page relate to that?"

You have Instagram. Oh, somebody's already got [the name you want on] Instagram. So you have to backtrack and come up with a different name. That initial planning is very important. If you're doing it on your own, fine. But you probably need help on the initial part so your plan is complete as possible.

William Sherhag, iSynergy: The most important thing when you're a small business, No. 1, define what you want social media to do for you. I would say 90% of the small businesses I sit down with say, quote, "We do social media."

But what does that mean to the ROI [return on investment] of your company?

No. 2: Identify your audience. Which venue or which avenue of social media is going to match that target demographic you're looking for? If it's professionals, then you're going to build your value and your authority on LinkedIn.

Or say you're a restaurant trying to gain a following in that mid 18-to-49 mix; where are they?

First and foremost, define your social media strategy. Second, find the social media venues most advantageous for you.

Jeffrey Ryznar, 898 Marketing LLC: I hate to say Bill took my answer, but Bill took my answer. He's absolutely right. Any company should start off by educating themselves and understanding that social media isn't just Facebook. It isn't just Twitter. There are a myriad of options.

But the ultimate education might come to the realization that social media might not be for you. It might not be for your business. Your content might not be that interesting. Your network of clients and customers might not be in that space.

So just because it's popular, and 90% of people ages of 18 to 29 are on some sort of social media, doesn't mean that that's right for you. You have to go in with an open mind to understand that this is a new world, and sometimes, just like in traditional media, not all avenues are for you.

Tom Delamater, Delamater Media Group: Based

on my experience with, clients, I tell them, "Just get started." OK, how do you get started?

A lot of times, people in business think, "Well, I don't know anything about all that. It's that old paralysis of analysis. But the other key to remember is that it's social media.

Throughout my career, I always remember a quote of Fairfax Cone [1903-1977], a legendary advertising man in the 20th century. He said, "Advertising is what you do when you can't go see somebody." It's a social enterprise. It's a social exercise. And that is what social media is. So get started. Get going. Use it.

You can refine what you're doing with social media once you're in it. But if you just stand on the sidelines, nothing's going to happen.

The Business Journal to Kuzma: Why don't you explain what social media are. Identify some of them, which are appropriate to which audience.

Joe Kuzma, Farris Marketing: ... Different people favor different social media, so some of these answers are going to cross over. Because you have younger people that like Instagram, for example, and you might have someone in my demographic geared toward Facebook. Your business professionals are going to be on LinkedIn.

There is always a chance, too, that you might meet more strangers on Twitter – that's been my experience – than Facebook. On Facebook you're always inviting friends and family, and everybody's in these little pockets and small circles when you're on Facebook. It goes back to identifying which platform your potential audience or customers are on.

Evan Sobinovskiy, Prodigal Co. Inc.: As [Kuzma] touched on, identify your demographic. We have to take into consideration whether it's for business use or personal use. For personal use, Instagram and Snapchat are going to be more popular. Businesses default to Facebook or Twitter, mainly because they may or may not be aware of the other social media platforms out there.

Your demographic heavily influences your decision. Most people may not be aware that there are two

totally different ends of the spectrum in social media. You have something like Facebook that's been around, growing, changing things constantly, and Snapchat, which is a bit more immature and still developing. But, there are opportunities there that we haven't seen [before] where businesses or

organizations can have a landmark ad or something along those lines as a filter. So we see opportunities for smaller businesses to join and have a presence on Snapchat they may not be aware of.

Dennis Schiraldi, CYO Marketing: All really good points. When I look at a small-business owner, [I ask,] what are you trying to accomplish?

Social media is a delivery mechanism or a medium to get the message out. It's content. The content should be driven by the organization's goals.

From a business-owner perspective, you have to look inward. As the old saying goes, you can't be half pregnant. You either go all in or you don't. Because if you don't go all in, if you're not committed, it's not going to work for you.

With the broad scope of channels available today, you need to ask, can we be really good at one or two as opposed to be broad across five or six social channels? These are some of the ways that I approach it with my clientele. And I'm coming back to the key letters: ROI.

Holly Fritz, IDMI: For a small business, I agree with Richard [Hahn]. Time and resources are the biggest keys. Social media has evolved so much since it started way back with with bulletin boards, Friendster and Facebook being the first ones. Then

it was more about who can I connect with? And it was a one-on-one connection.

Now it's about sharing information, information about your company to lots of different audiences.

Snapchat: I still can't figure out how a business would use Snapchat with [its] dogface and tongue flapping out. But it's cool and there is an audience for it. There is an audience for Facebook, for LinkedIn. It's testing. It's planning. It's seeing

where your audience is and how they're reacting to your threads.

James Houck, The Houck Agency: A lot of this goes back to the initial plan and what you're trying to achieve. And for any company, it's thinking of social media as social media marketing, not just social media. Social media is an extension of your other marketing efforts: advertising, marketing literature, public relations.

Go back to your original objective and how you're going to reach those goals. What kind of content you're going to put out there? What is your social media voice going to be? And which channels are your audiences in?

The Business Journal: What are the startup costs, direct and indirect? And how much does it cost to maintain a presence that people will pay attention to?

Kuzma, Farris: Anywhere from free to unlimited. Time is probably everyone's most valuable asset. How much is your time worth to you? Because you could spend a few minutes a day on it. Or maybe you forget and don't do it at all. Or you do it once a week. You do it an hour every day; you spend several. It can mount up very quickly. It goes back to if you're

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**Jeffrey Ryznar,
898 Marketing**

'Health insurance has become a very expensive benefit to provide for my employees.'



**Alison Oyler, Innis
Maggiore Group**

'Give people a reason to want to follow you and engage with your company.'



**Joe Kuzma,
Farris Marketing**

'It goes back to identifying which platform your potential audience or customers are on.'

Roundtable: Social media start up costs?

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going to dedicate somebody to it, who's always on it, and it depends on how many platforms you're on and how big your presence is. So it can be anywhere from nothing to the sky's the limit.

Oyler, Innis Maggiore: The costs that often surprise clients are the costs that the platforms expect from you, not necessarily just the management.

Facebook has made it so challenging for brands to reach their followers organically with their algorithm. [It] favors content posted by your friends, not brands. Most brands are seen maybe at most by 10% to 15% organic reach.

I think clients are often surprised that they need to be investing and boosting their content, and doing paid ads to really reach followers and engage with them. That's what we try to make them aware of right away.

Komara, Palo: We mentioned that it's really about marketing. With a lot of our clients, because they don't have a lot of their own communications that they want to put out, we help them do that. If somebody's light on content, we'll push ads through it.

You're not going to reach everyone by getting Facebook "likes" anyway. So looking at it as an ad space, yes, it's surprising that you have to pay. But that's also the good part, because the cost for pushing an ad through social media is so much lower per thousand. Your CPMs [costs per thousand] are low, effective, targeted. And, of course, that's why we're

all here, because it works. The advertising is a real opportunity. If you don't have much to say, it's fine. We'll make a small message for you and promote it. It's money well spent.

Sherhag, iSynergy: Before you even start, make sure that you have a professional-looking presence. How many times have we walked in to talk with small-business owners, looked at their Facebook page [and saw] that it

was put together by their nephew or their niece in high school? Their logo is off-skew. The cover photo or the cover image isn't correct.

The first thing is find someone to create a professional appearance that's brand continuity across all social media. That's the starting point.

Second, how are you going to build your audience? And allocate a budget to that? We now see compelling videos. You get a 64% higher reaction

rate to video online via Facebook, YouTube, wherever. If you're serious about branching into this, find someone who's going to produce quality video for you. It's going to drive your engagement. Look at the new canvassed ads for Facebook. We just ran a test for a client. Phenomenal. They're paying more money, but the return, the ROI, was phenomenal.

Schiraldi, CYO: The barrier to entry in the social media space is a user name or an email and a password. Right? Just because somebody's got a lot of likes on their Facebook page, they often become the person who manages that for an organization.

You've got to manage it. It's got to be bidirectional. Your content has got to be engaging. But you have video you can create. You have to feed that monster weekly with fresh content.

Is it going to be curated? Is it going to be native that often drives more engagement? Are you going to commit to a blog strategy, an eBook strategy? What is that going to look like? So it's not just the person hitting the send button.

Hahn, Keynote: That's one of the expenses, too. You have to always consider the content itself, developing the video, paying that money.

Rarely does that video show up on television. Now it's all Facebook, and it's all YouTube, and it's all on the website. So that kind of content and video has been very, very effective. A lot of content by far is developed specifically for Facebook and other social media. That expense is and has to be taken into consideration.



William Sherhag,
iSynergy

'There is so much inventory on YouTube. You can create YouTube content delivery channels...'

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Komara: We all have marketing budgets. Well, what percentage of the marketing budget should be committed toward producing video, paying for ads? That's where the conversation starts.

They may have \$50,000 to \$100,000 a year they're spending on marketing and now it's, "Oh, we have zero for social marketing." So we have to help them set that budget, and get something – 10%, 20% of that annual marketing budget, whatever makes sense based on ROI. Of course it's different for every client and you have to analyze that. But at least set goals, and set a budget.

Delamater, Delamater Media: It's ironic. I have a content curation tool that feeds me articles every day. And today I saw one from Forbes magazine that talked about the cost of leads that are obtained by different types of marketing.

I would turn the question around and talk about what it costs business to not be involved in social media. Because this article cited a research paper that found the cost of obtaining leads through social marketing, through content marketing, was 62% less than obtaining leads through traditional marketing.

That's one study, and we have to take one study with a grain of salt. But the point that obtaining leads through social media marketing content is: Done properly, that marketing can be very effective. So the question starts to become: Can they afford to not be involved? And it's our job to help them get involved in an effective way.

Hahn: One thing we've all noticed is it's not as if they're adding a new item to their marketing budget. They're shifting a lot of that money from television, or traditional media or direct mail. They're just re-allocating within the budget already in place.

Last month, we had a client spending a modest \$3,000 on TV. Now he's spending \$800 to \$1,000 or \$1,500 on social media and seeing no drop off in business. The new media is making the difference.

The Business Journal: Let's go back to the beginning. Many of our print readers favor print and perhaps are not as digital-savvy as our digital readers. You talk about boosting, and Facebook, and putting ads on. What is all that about?

Kuzma: I have seen the figure [of print-savvy and digital-savvy people] as around 17%.

When you have a business-page presence, or a Facebook-page presence, most of your audience is "organic." That means "like free." They don't pay to see your page. You post something and up to a fifth of your own audience may see it.

And a lot of times people don't see things on your page. Because somebody else shares it.

You get what you pay for. You can take a post, or



**James Houck,
The Houck Agency**

'Social media is an extension of your other marketing efforts: advertising, marketing literature, PR.'

Sobinovsky, Prodigal: It's really hard to break the organic barrier on Facebook. New businesses that start a Facebook page [discover that] a large portion of their following are friends and family.

So I often hear, "I'm only getting my family members or my friends." Well, that's the audience you're reaching. So now it's time to [redirect your] dollars and get recognized globally.

That means you have to really go into the details, and get down into the ad campaign, see who your demographic is and, geographically, where you want to be visible. You have to have a strategic roll-out plan. Don't just post [on Facebook]. Make sure you share on another social network. And don't do it an hour later. Disperse it. Make it happen a week later or a day later, in case somebody missed it the first time on Facebook.

You constantly want to curate fresh content and push it across all networks.

Fritz, IDMI: When a nonprofit held an event, we found that when you boost an event or you boost a post, you choose the audience. We chose to do it not to friends of friends, but to an age group that liked certain things in a certain geographical area.

We set the budget for that. And then you have to track it and analyze it. Did the video do better than when we just [posted] a picture? Did the text post do better than the video?

No surprise, video always does better. But someone has to take the time to analyze those results and decide: Did we hit the right audience? Did it do well for us?

If not, we try something else. It's about research



Alison Oyler and Jim Komara react to an observation.

and testing and analyzing, not just throwing money at it. Because you can boost anything.

Schiraldi: Facebook is pushing video, which [probably is] why it's performing well. But Facebook has to make money. Right? And they had to figure out how they're going to make money. ... Therefore,

even though you may like something, you may not interact with it [or pay for it].

But ultimately, when you post stuff to your Facebook page, you have so many targeting options that it's ridiculous. And the little amount of money that you can spend – five, 10, 20 bucks – you can get your content in front of 10,000, 20,000, 30,000 people. But the real measure comes, not in the reach, but what are you getting from engagement.

Ryznar, 898 Marketing: We come back to video. Because a paradigm shift is happening that's going to change the way everybody uses social media. And it all stems from live-streaming and personal video.

Social media networks are notoriously bad businesses, a bad business model across the board, because they don't know how to generate revenue. It's about content. It's about engagement.

You have individuals with these great ideas of connecting communities and people. Then a couple years later they look at their bottom line [only to discover], "Oh, no, we don't make any money and we have investors. We have people who own our company and are looking for some return."

So they're always doing, "Ready, fire, aim," when it comes to a revenue model. And once they get everybody into their community [comes the] time to figure out how can they squeeze a little bit more out of [their audiences] and get them to pay.

Facebook is even going back to the music industry model – if you're familiar with Napster or Rhapsody that started the whole social media craze.

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Holly Fritz, IDMI

'It's about research, testing and analyzing, not just throwing money at it. Because you can boost anything.'



**Richard Hahn,
Keynote Creates**

'A lot of content – by far – is developed specifically for Facebook and other social media.'

Roundtable: Target marketing on Facebook?

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Because you had individuals creating content that people coveted. And they coveted it so much that they pilfered it, so it got shut down very quickly.

You have to have a revenue model. And what Facebook figured out was that it has 1.6 billion people on Facebook.

There is no way possible that someone can see everything that they want on Facebook, or can see everything that they have liked, or can see everything that their friends shared.

If you're a business, that means you're not going to get the reach that you had. Because you have gorillas in the room like Nike and Coca-Cola and McDonald's who have millions of likes. They show up in everybody's feed, and it's killing off the Handels, and the Under Armors and the small businesses now starting to blossom into top-tier companies.

So Facebook said, boost your posts. A boost is a kick in the butt. [Facebook wants you to buy a boost] so more people can see you.

Facebook realized that minimizing the number of people who saw your post, it maximized their revenue because you were going to pay for it.

And going back to the original question: What are the costs? There are opportunity costs. There are time costs. There are employment costs. It's not free. It can be free. But to make it effective, you can't rely on free.

... Twitter can't figure out the business model. They're dying on the vine. (No pun intended.) But they can't figure out how make money, and they're

the No. 2 social media company in the world.

Schiraldi: You ever hear a company get mentioned more than Twitter, but makes no money?

Ryznar: No. But makes no money. That's where Snapchat is. Facebook's F8 conference is going on right now and they're starting to talk about it, thankfully. They're looking at [other] businesses and understanding that they have to protect themselves.

They're throwing out ideas and things that they're testing [and hoping] to substantially increase the opportunities businesses have with Facebook.

But there are social media outlets out there that people don't know about that [would be] much better [for them] and a much more viable opportunity, especially for small and medium-sized businesses like we're talking about here.

Oyler: We were talking so much about targeting, and that is where Facebook does excel. That's something clients need to be aware of when they are determining demographics that lead you to the platform where you want to be.

As advertisers, they also need to be aware of the

targeting options. Because Facebook leads the way in that you can get so granular. You can target with Facebook down to the ZIP code with your ads in people you want to hit, and other platforms just aren't there yet for clients.

We have one client venturing out into Pinterest, and Pinterest just started letting you do promoted pins to get that larger reach. But the granular targeting just isn't there. You can target by gender and age – that's about it – and maybe interest. So people need to be aware of that as they start exploring platforms where they are going to get the most value.

Dennis Schiraldi,
CYO Marketing

'You've got to manage it. It's got to be bi-directional. Your content has got to be engaging.'



Houck: I will piggyback on that. There is definitely some value in boosting posts on Facebook. I have some relatively small clients with modest followings. You can boost a post that's already doing well organically, boost it with \$10 or \$20 even, and choose demographics that really fit your target.

You can get interests of the person, gender, location. And exponentially that post gets in front of more people than what your following already is.

I had a client with as few as 30 "like" followers on Facebook in their first weeks of establishing a page. We had one good piece of rich content, boosted it [by spending] a few dollars, and it got in front of thousands of people.

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And that resulted in more visits to their website as people clicked on the blog, in this case, to read it. So it really does work. It's good for a small business to consider pouring a little gasoline on a fire that is already doing well for you organically.

Sherhag: We have all focused on Facebook. But there are some bigger opportunities, YouTube being No. 1. There is so much inventory on YouTube. You can create YouTube content delivery channels, and what that means is, say Andrea is going to be selling wine.

We can now target geographically, demographically, individuals in her radius when they go on to YouTube to look at wine videos, wine pairings, food pairings. That CPM is ridiculously cheap right now.

YouTube is a much better value for clients than Facebook video. You put it in through Google AdWords manager, and then – all of a sudden! – you have real-time data. You can optimize by using A-B testing. You can, at that point, work on your execution.

Second thing is LinkedIn for our B2B clients. I do a lot of LinkedIn advertising for clients. And I was a startup before I took my current job, and that was our No. 1 lead generator. Again, the costs are a fraction of what it would cost you to run through a regular AdWords campaign or other social media if you're trying to build up a B2B content.

Because the way LinkedIn does it, you get your sort-of ads on the right-hand rail. But now they're also doing the promoted emails where the individual can receive only one every six weeks, so your inbox isn't inundated with these promoted emails. They make sure that they're authentic and have value.

Hahn: Just one quick mention about the boosting part of social media. We had a real-world situation a couple weeks ago where one of our restaurant clients is having an event, and reservations were coming in very, very low.

He wanted to spend a couple thousand dollars on television to promote this event. I said, "Let's try this for 20 bucks first and see if this works." And we put a nice ad on there, gave the date, and the

time, and the cost of the event. Within three days it was sold out.

Schiraldi: And he gave the rest to you, right? [Laughter]



**Jim Komara,
Palo Creative**

'It is easy to put something out there, boost it, not target it properly, not watch it and waste money.'

make a whole lot of sense.

Delamater: One of the cool things – to piggyback on that – is social media is just a joy for testing. Years ago when I worked in the catalog business, testing was integral to what we did.

You always tested – any time you rolled out a catalog or mailing – with smaller quantities to see how it went. But even that had a lot of expense, whereas with social media, you can test some of these things for five or 20 bucks a boost and find out whether this is going to work.

That's one of the beautiful things about social media and what you can take to your clients: what a business can do to test and see if it works. And if it works, spend more. Because it follows that it's going to keep working.

The Business Journal: Targeting seems very complicated unless you're an ad agency and you specialize in this, as you folks do. So what do you do? You go into a business and you show them how to target? Doesn't that essentially take your own business away from you? If I'm a business, I don't want to keep paying a company to boost my posts. I want to learn it. How difficult is it?

Hahn: Right! But it does work. I know because we targeted a 25-mile radius, household income of \$55,000-plus, the usual things. And it worked wonderfully.

But a lot of it has to do with how you message it. What's the content? What are you promoting?

If you're promoting an event or a new product roll-out, then it makes sense. But to promote just your institution, your business, it doesn't

Komara: It can be very difficult. And it's very important to have your plan, and your goals and your strategy – at least in outline form – for the whole year before you proceed. You can do it yourself.

And we have taken over accounts where we have saved the customer many dollars and increased the number of leads they got because they were wasting money. It is easy to put something out there, boost it, not target it properly, not watch it and not maintain it and waste money.

Some large organizations in town do it all the time. They spend a thousand dollars and it does not get the click-through rate or the return it would if a professional did it. So when you get into spending hundreds or thousands of dollars, be careful. Because most of it could be wasted if it's not spent properly.

Targeting can be complicated. There are a lot of things to pick. If somebody was just starting out and trying to do it on their own, they could spend hours on targeting, wasting time they could be spending on their business, trying to pick a target, whereas hiring a professional would have had that targeting done and your ad running in 30 minutes to an hour.

Schiraldi: It comes down to the business model. Jeff [Ryznar] does a great job on his company blog turning out content and giving away free advice. Right? That's counterintuitive in the sense that he's educating the marketplace, as most of us are.



**Evan Sobinovskiy,
Prodigal Media**

'Most people may not be aware that there are two totally different ends of the spectrum in social media.'

A company once came to me; they were relying upon marketing agencies. Over three months I taught them everything I thought that they needed to learn and purge themselves from the reliance upon that agency.

They now come back to me. Karma pays me back. Right?

They have given me some referrals because I did what was right for the client and not for my business. Making my most solid recommendation, being very frank, ultimately the business owner tells me, "I think we got this. Do you think we got this?" They're at a point that they have matured and can further develop their competency. And if not, then we continue to work with one another.

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Roundtable: Educating the market

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Hahn: Educating the market is important, because it is not a sophisticated market to begin with in our area. We're trying to raise the level of what we do, and what the client could do in marketing and advertising.

Giving away advice really helps. Like you say, karma comes back at some point to help you out. But we need to make sure that people understand what's out there, what they can do to make their business stronger. And down the road, as they grow, maybe they hire us to help them further.

Fritz: It's not a one-size-fits all. We help some clients learn how to do it themselves because they don't have a budget. They don't have the funds. They need to be able to do it themselves.

And there are others that want to get more engaged and don't want to hire the people. So they hire someone like us. Not to mention you could go on YouTube and find any kid in black-rimmed glasses who will tell you how to do it all. [Laughter]

Sherhag: There is a deeper question than just why pay an agency? First of all, if you're going to do paid campaigns, do you have someone who's qualified to create a great ad design, to create great video? If you're relying on your nephew or niece, you won't get it.

The second thing is, when we want to campaign, we do A-B or A-B-C testing. So we're going to create two to three ads, and we are going to show you

which ones are performing, take out the weak one, and then constantly optimize the campaign.

We also have third-party platforms to help with bid and optimization that you, as a small-business owner, would never think about investing in. So not only are we going to get you a better return than what you would on your own, we're far more likely to get you a better CPM and much better ROI.

The Business Journal: Explain that. What is the third-party platform you just talked about?

Sherhag: For example, YouTube. I can go in through a platform that we have – it's proprietary – that I can then put in, creating a content delivery network. For example, if we're selling eyeglasses, people watching video on eyeglasses. We can create anywhere from 50 to 500 videos in that content delivery network. Your ad would be shown only when someone in your geographic and demographic showed up. The regular business owner doesn't have that. They couldn't spend the money for that.

Ryznar: We take a different approach at 898. We're there as a resource to educate individuals. It comes down to educating individuals on how to do

it themselves.

We take the approach of it's our job, as marketers, as social media personnel, as advertisers, to educate our clients to help them grow. We created this kind of social media driver's license platform that we have to train companies on. We don't expect them to stay with us to curate their content, to populate their content, because I don't know their business as well as they do.

What I do know is how they can use those channels to effectively promote their business. So we give them five steps: driving awareness, driving activation, driving engagement, driving relationships, and ultimately, driving a return, driving sales.

'With social media, you can test things for five or 20 bucks a boost and find out whether this is going to work.'

We teach them how to do that, because we want them to go and do it. And if they need help from us, and they want to come back, great, we're here to help you. But just because everyone at this table understands these

platforms better than most does not mean that we're qualified to speak about your company, and your content, and what you deliver, and why people like you. The best people to do that is the company themselves.

Part Two of our Social Media Round Table will appear in the MidMay edition.



Tom Delamater, Delamater Media



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