

SELLING AGAINST

SOCIAL

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WHO AM I?

- ▶ Associate Publisher of Enterprise Publishing Company, Blair, NE
- ▶ Launched our niche publishing division in 2004.
- ▶ May 2015, created Courtside Marketing... a digital marketing agency focusing on SMB's.
- ▶ Former investment advisor for Edward Jones Investments.



WHAT WE WILL COVER TODAY

- ▶ Why is this session important?
- ▶ Step by step process focusing on how to respond to the dreaded, "We only advertise on-line."
- ▶ Information you can use so you can be more educated about social media in your presentations.
- ▶ Learn the "C Rhoades" special to handle ANY objection
- ▶ Questions

**BY A SHOW OF HANDS... HOW
MANY OF YOU HAVE HEARD:**

**“We’ll pass on this, we rely
on social media.” OR “We
currently don’t have any
budget set aside for print.”**

Say WHAAAAAAAAAAT?????



3 STEPS TO TACKLING THE SOCIAL (OR ANY!) OBJECTION

- ▶ Know your competition (KYC)
- ▶ Find out what they're spending money on...Know Your Customer (KYC)
- ▶ Seek and destroy

WE DO THIS FOR OTHER MEDIA COMPETITORS, WHY NOT SOCIAL?

We must become knowledgeable about social media, and details surrounding the options that are available for businesses.

A professional football team would not play a game without first scouting their opponent. We are professionals... why are we going to battle without a game plan?

Simply knowing something exists is not enough any more... you need to educate yourself on specifics.

Lucky for you... you are taking a good first step by being here today!

**FIRST THINGS FIRST...
GET A FACEBOOK
ACCOUNT, AND USE IT!!!!**

(Or listen to local radio, watch local TV, read any competing print publications)

**YOU MAY HATE GRAVITY, BUT
GRAVITY DOESN'T CARE.**

Clayton Christensen

I HAVE A FACEBOOK PAGE, NOW WHAT?

- ▶ Follow, like, and follow some more.
- ▶ You should follow EVERY customer you have on Facebook or Twitter.
- ▶ This knowledge is GOLD. You can find out about promotions they are running, products they are focusing on, AND... what their customers are saying.
- ▶ Believe it or not... on-line promotions can be cross-promoted in the... NEWSPAPER.

KNOW HOW YOUR CUSTOMERS CAN REACH THEIR CUSTOMERS

1. Organic Reach - Organic reach is free. Users simply post to their page and let their followers do the rest.

Pro - Free. Possible to get a large reach without spending a dime. Nothing lost if post is not successful. Ultimate control of timing, message, etc.

Con - Restrictive news feed algorithm. Facebook's latest update puts emphasis on friends and family posts, and things that entertain us. Less emphasis on businesses and news organizations.

Restrictive News Feed... Explained by Facebook

With so many stories, there is a good chance people would miss something they wanted to see if we displayed a continuous, unranked stream of information. Our ranking isn't perfect, but in our tests, when we stop ranking and instead show posts in chronological order, the number of stories people read and the likes and comments they make decrease.

So how does News Feed know which of those 1,500 stories to show? By letting people decide who and what to connect with, and by listening to feedback. When a user likes something, that tells News Feed that they want to see more of it; when they hide something, that tells News Feed to display less of that content in the future. This allows us to prioritize an average of 300 stories out of these 1,500 stories to show each day.

The News Feed algorithm responds to signals from you, including, for example:

1. How often you interact with the friend, Page, or public figure (like an actor or journalist) who posted
2. The number of likes, shares and comments a post receives from the world at large and from your friends in particular
3. How much you have interacted with this type of post in the past
4. Whether or not you and other people across Facebook are hiding or reporting a given post



David Page was 😡 feeling annoyed.

9 hrs · 👤

Dear Facebook,

Please stop limiting my post reach! You make it hard for the little guys to do business. I tried your paid ads once. Most of the "likes" I got weren't even in my target area. After some research, I discovered those were "paid likes." You make plenty of money without persuading me to spend any. So please, just let my posts reach those I intend them for (ex. all friends, family public at large). Thank you.

STEP 1 - KNOW YOUR COMPETITION

2. Paid Reach - Facebook ads, sponsored posts

Pro - Very inexpensive, can get high exposure numbers for cheap.

Con - Can be viewed as an annoyance... if someone cared about you, they'd already be following you. Often goes to people nowhere near your business.

The image shows a screenshot of a Facebook post with a 'Promote Your Post' dialog box overlaid. The dialog box is yellow and contains the following information:

- Promote Your Post**: It's easy to promote your posts so more people see them in news feed. It only costs \$5.00 to get started.
- Audience**:
 - People who like your Page
 - People who like your Page and their friends
- Maximum Budget**: \$75.00 (Est. Reach 6.37k - 11.)
- More Options** (dropdown arrow)
- Promote Post** (button) and **Clear** (button)
- By clicking "Promote Post," I agree to Facebook's Terms and Advertising Guidelines.**
- Advertise Post** (dropdown arrow)

In the background, a Facebook post is visible with the following details:

- 6,648 people
- Like · Comment
- 8 people
- 4,098 people saw this post

STEP 1 - KNOW YOUR COMPETITION

3. Targeted / behavioral marketing - Ads are posted within a user's timeline based on their internet history and sites they have visited.

Pro - Reaching people who have shown some sort of interest in you or your product.

Con - More expensive, pay for a lot of reach that is essentially worthless.

We will talk about more specifics about these outlets in our "Crushing" segment

STEP 2

**WHAT ARE THEY SPENDING
MONEY ON? (KYC)**



HOW DO WE KNOW?

ASK THEM!

QUESTIONS YOU CAN ASK. “LET ME ASK YOU”

- ▶ When you say you're spending money in social, are you currently buying Facebook ads? Or more targeted posts?
- ▶ Are you managing your page(s) yourself? Someone in the office? Or are you paying someone awesome (like Courtside Marketing!!!!) to manage it for you?
- ▶ What sort of promotions have worked for you? What hasn't?
- ▶ How often are you buying ads on FB or Twitter?
- ▶ How much are you spending each month?

ALSO FIND OUT...

- ▶ What is their goal for their social media marketing?
Pro Tip: Most probably won't know.
- ▶ Just like newspaper advertising, FB can be used for branding, PR, driving sales, help wanted, etc... find out what their goals are, so you can later show them why you're a better fit.
- ▶ How often are they posting?
- ▶ *Pro Tip: A mix of messages is best... just like our business. Posts should be managed appropriately... enough to be seen, not so much that someone ignores you.*

STEP 3:

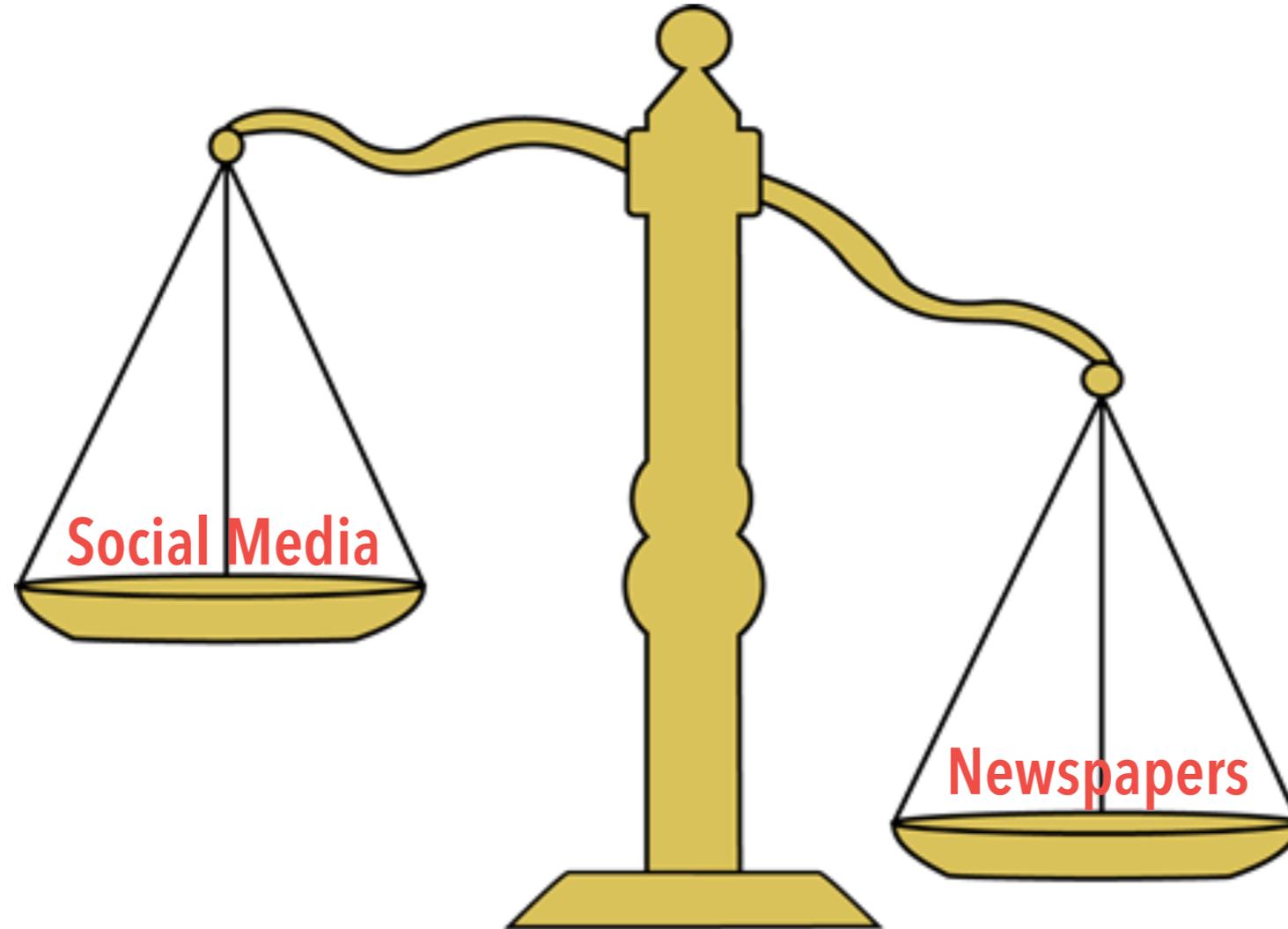
*Acknowledge its place,
then seek and destroy*

*Don't be the doofus who
sits there and tries to tell
a customer that social
media has no place in
this world!*



**KEEP
CALM
AND
CRUSH THE
COMPETITION**

Tip the Scales in our favor



SELL!!!!

GUILT BY ASSOCIATION

- ▶ Advertisers are associated with where they advertise. Not all about the numbers. Would you advise your customer to advertise at a gentleman's club?
- ▶ There's a reason there's 50 signs hanging on the little league field.
- ▶ Do you want your business near respectable local news and photos? Or between arguments about Donald Trump and abortion?



NEGATIVE NELLIES

- ▶ Do they have a strategy to deal with negative comments? 42% of consumers expect a business to respond to them on-line within an HOUR of posting. And that timeframe will only get smaller.
- ▶ Social media is like word of mouth on steroids. Can work in your favor, but can turn south quickly. Are they prepared?
- ▶ Examples



facebook



Wall

- Info
- Friend activity
- Photos
- Notes

About

Westpac is Australia's first bank. For over 190 years we've helped customer...
More

1,975 like this

540 talking about this

Likes See all

- The Westpac Gr...
- Ruby Connection
- Westpac NZ
- Westpac Clarem...
- Westpac Bondi ...

Create a Page

Get updates via RSS

Report Page

Share

Westpac Like

Bank/Financial institution



Wall Westpac - Everyone (Top posts)

Share: Post

Write something...

Westpac Westpac changes it's standard variable home loan rate.

Westpac Group Executive, Retail and Business Banking, Jason Yetton said "Increasing interest rates is never an easy decision. However, our move today reflects the increase in costs of banks raising money. While we believe that reducing rates in November and December last year was the right thing to do for our customers and the economy, higher deposit costs and higher wholesale funding costs since then make today's move necessary."

<http://www.westpac.com.au/about-westpac/media/media-releases/2012/10-February1>



Westpac changes rates - Westpac
www.westpac.com.au
Westpac changes rates

Like - Comment - Share - 10 February at 21:56 · 👤

11 people like this.

2 shares

View previous comments 50 of 298

Jen Keller I have posted my comments above THREE TIMES to their wall and it has been deleted within a minute or two everytime!!!! Will be calling our local home loans manager and bank manager to ask them for an explanation as to how the system supposedly works! 1
Sunday at 21:21 · Like · 👤 2

Piotr Suwara I'm switching banks this week.
Sunday at 21:38 · Like · 👤 3

Roeland Trietsch After being in Australia for 5 years, and having a home loan and insurance with westpac I'm starting to get pretty disappointed with them. I can't believe in this uncertain financial period in Australia they are the first to raise! People will stop spending money, and lots of sectors will be struggling even more. Job losses, etc will be the result. This clearly wasn't the right time for a raise.
Sunday at 22:07 · Like · 👤 2

Maite Hernando Morán Glad I am not a customer!
Sunday at 22:30 · Like · 👤 2

Harry Ali It's a .1% increase whoopee do work harder or switch banks no use soaking about it... They are a business they try to make as much profit as they can if you as a customer don't like it walk...
Sunday at 22:37 · Like · 👤 5

Adam Beattie I love it how so many people are on here abusing Westpac for what they have done and rising rates without the RBA changing there rates and following ANZ so they take all the negative feedback blah blah blah...
Sunday at 22:54 · Like

Adam Beattie Also in regards to deleting comments, if someone is rude or derogative of course they have the right to delete the comments. Have ur say and let ur anger out but after that decide what ur options are, move to a diff bank, go to a credit union move to and online bank to cut savings do anything but its your choice.

Shoppers Drug Mart This Saturday and Sunday ONLY: spend \$50 or more on almost anything in store and get a \$10 gift certificate from McDonald's OR spend \$75 or more and get a \$20 gift certificate. October 16 and 17. Click the link for rules and regulations.



McDonald's
www1.shoppersdrugmart.ca

Thursday at 2:14pm · Comment · Like · Share · Flag

22 people like this.

- [Redacted]** Great way to promote bad eating habits NOTTTTTTTT
Thursday at 2:17pm · Like · 👤 1 person · Flag
- [Redacted]** mmmm.... sodium....
Thursday at 2:18pm · Like · 👤 1 person · Flag
- [Redacted]** wow..... mcdonalds.... WHY?!?!? ewww promote better health... you are in fact a pharmacy!
Thursday at 2:20pm · Like · 👤 3 people · Flag
- [Redacted]** McDonalds???GROSS!!!
Thursday at 2:25pm · Like · 👤 2 people · Flag
- [Redacted]** Rather. This is the first time, admittedly, that I have seen Micky D's. Often they do Timmy Ho's which is little better.
Thursday at 2:34pm · Like · Flag
- [Redacted]** Who's in charge of marketing at Shoppers these days? What a joke this promotion is!
Thursday at 2:35pm · Like · Flag
- [Redacted]** Is this McDonalds way of promoting their 'healthy' food?
Thursday at 2:36pm · Like · 👤 1 person · Flag

<http://www.facebook.com/shoppersdrugmart> , Screenshot October 16 2010

LET'S PLAY THE NUMBERS GAME

- ▶ Know their / your numbers... 500 likes? Woo whoo!!!! YOU have 3,000 who like your page(s) every single week!
- ▶ How do we know? They PAY for it!!!! How many users would actually stay active on Facebook if they had to pay for the service? (Pay for Facebook hoax)
- ▶ 50 MILLION businesses are on Facebook.



HOCUS POCUS

- ▶ Now you see me, now you don't. Posts come and go in a flash online. Scrolling is a new exercise routine. I may love something I saw, and have no hope of finding it again.
- ▶ No way to stand out amongst the crowd. Ads are the same size, show up in the same places, look the same. If EVERYONE is on Facebook, how are you different?



“BUT IT’S SO CHEAP!”

- ▶ Doesn't that make you a bit skeptical? Don't you get what you pay for?
- ▶ If boosted posts were worth more than \$20, don't you think they'd charge more? Facebook certainly doesn't exist for our benefit, do they?
- ▶ There's a reason a steak at Manny's is more than a steak at Applebee's... same principle applies here.



THE REALITY... IT'S EXPENSIVE!!!

- ▶ To get any real results from Facebook, you must pay big money for targeted posts.
- ▶ No ground can be made without being ultra consistent with these posts.
- ▶ It's tough to budget, since your pricing will be different almost every time you look to purchase targeted ads.



PREACHING TO THE CHOIR

- ▶ Generally speaking, those who follow your page already are a fan of your business... they're going to support you no matter what!
- ▶ Half of the followers are probably friends and family... thanks mom!
- ▶ Investigate the likes... you'll see many of the same names



BUY VS. RENT

- ▶ Advertising on Facebook is like renting a house, where traditional media is like buying.
- ▶ Just like a landlord can change the terms of your deal at any time, so can Facebook.
- ▶ You're not in control... Facebook is constantly changing the rules and algorithm, without asking you, or even telling you.
- ▶ Most people don't even know they can opt in to receive posts of those they follow



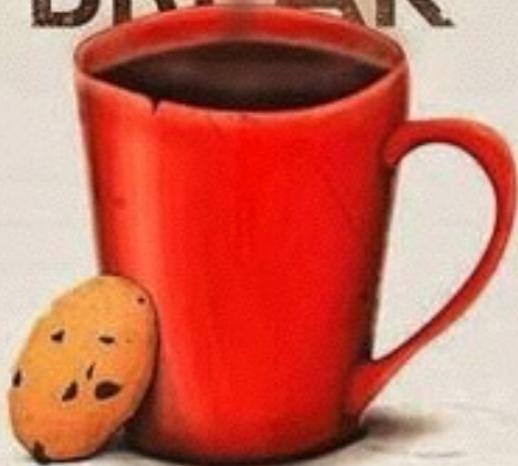
SOME CLOSING TIPS FOR DEALING WITH SOCIAL:

1. Encourage a relationship between the two... contrary to popular belief, our two worlds can co-exist.
2. As mentioned before, social media has its place. DON'T tell someone it doesn't... you look like the "world is flat" guy.
3. Relationship selling STILL works, and THRIVES. The day a Facebook account rep sets foot in my town is the day I'll be concerned about Facebook hurting my business. Businesses NEED partners... social media is an outlet, YOU are their partner.

**QUESTIONS
ABOUT SOCIAL?**



**KEEP
CALM
AND
TAKE
A
BREAK**



**LET'S TAKE A
BREAK**

OVERCOMING OTHER OBJECTIONS

QUESTION:

WHY ARE OBJECTIONS GOOD?

OBJECTIONS ARE GOOD FOR BUSINESS!

- ▶ Until you hear an objection, you are merely a professional visitor!
- ▶ If a customer doesn't push back, they are NOT serious about buying!
- ▶ Every time an objection is given, it's an OPPORTUNITY for you to calm concerns and ask for the order again.

“NO’S UGLY COUSIN” ... THE STALL

- ▶ Your first step is to recognize the difference between a real objection and a stall.
- ▶ Stalls or put-offs are often polite no’s. OR, there is not a significant reason for them to take action today.
- ▶ An objection is a valid reason to hesitate based on the product.
- ▶ Examples

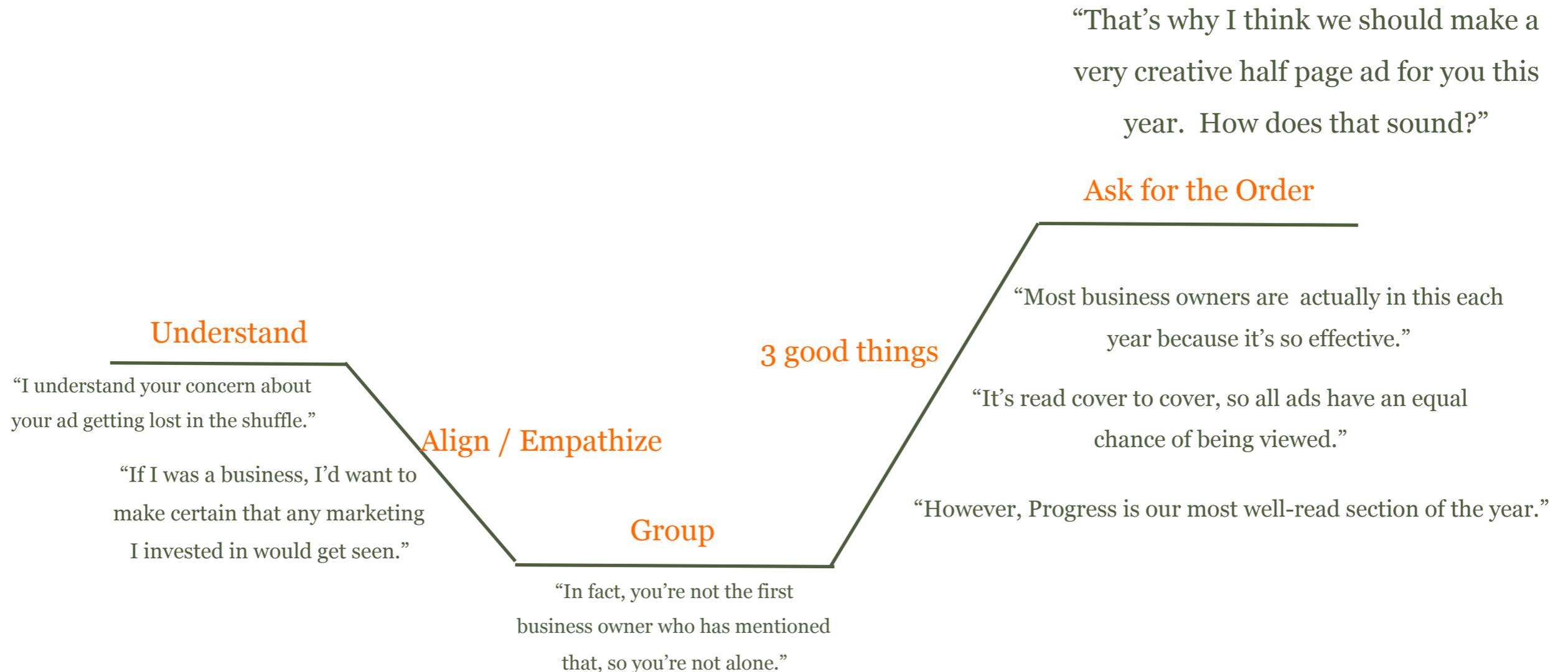




ROLE PLAY!

**HOW DO YOU HANDLE
AN OBJECTION?**

C. RHOADES SPECIAL



Sample Objection: I think my ad will get lost in the shuffle with all those other ads.

“The beauty of the C. Rhoades special, is that no matter what the objection is, this system works!”

– Anyone who’s ever tried it, ever.

C. RHOADES SPECIAL



Let's try it! Who has an objection?

OTHER COMMON STALLS OR BS... HOW DO WE HANDLE?

“No money / no budget”

“Too busy... can't take new customers”

“Your paper wrote a good / bad story about me”

“Leave me some information”

THANK YOU!

QUESTIONS / OTHER OBJECTIONS?

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