

# The Social Media Magic Bullet



By: Scott Scanlon  
You Brand, Inc.  
<http://www.YouBrandInc.com>



The only question you need to ask about social media...

I Spend Y  
I Get X?

That's it, that's all you should be concerned about. Report closed...

Well not so quick.

That should be the first question you ask any social media marketing firm, social media marketing 'expert', the teenager down the street, or these days your average ten year old.

Ah... but it's not that simple they will say.

I can't quantify your X, just give me your Y...

*"It's about conversational marketing. It's being part of the conversation. It's about brand awareness. It's about being engaged. It's about being responsive. It's a new relationship with your customer. Or as any ten year old will now say... you just don't get it!"*

Throw out the old paradigms... yeah that's great...



**So let me ask you...** You spend Y, You get X?

A conversation? Brand awareness? A tribe? Brand Evangelists? Huh?

**Brand evangelists...** does that mean you have to worry about money laundering and prostitutes?

Let's hope not.

Okay, let's break down this question a bit.

First I'm going to ask you for a meeting. It just so happens both you and I are available now...

Let's be social and go to my favorite coffee shop, don't worry because it's just down the road.

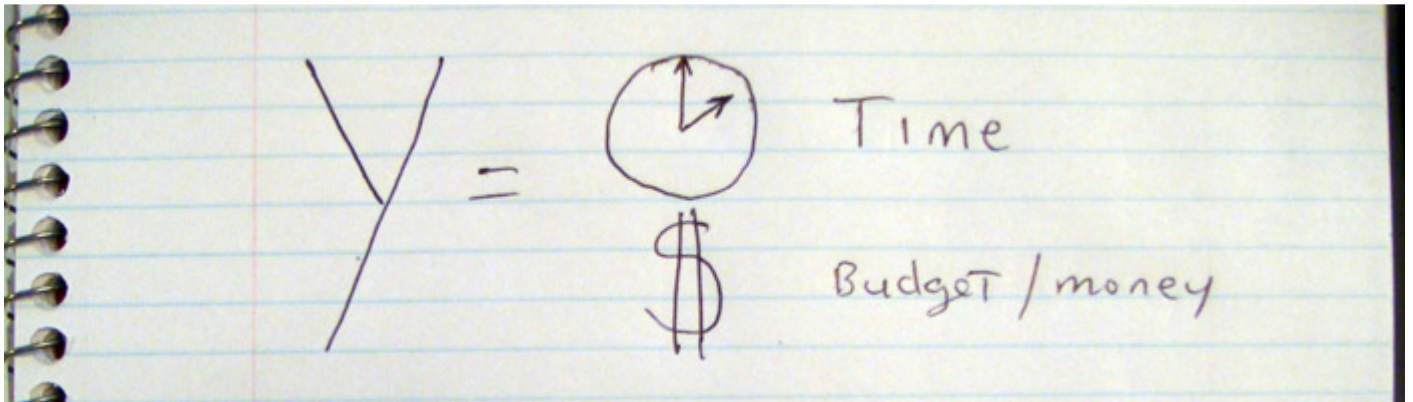
Great we both are sitting here with a fresh cup of overpriced coffee.





## The Y

The first thing we need to tackle is the Y. What's contained in the Y?



Y covers both **time** and **money**.

No matter what level of social media engagement you choose you are expending both of these.

### **Time**

You are either expending the time yourself or someone else is. Either way time is a factor that you will be spending.

As we both know we cannot get our time back, so this is the most important commodity that you have.

If you personally are spending the time; 9 times out of 10 then it is taking you away from your core competency.

**This core skill is where you make your money.**

Later in this report you will see that time in social media is something that does need to be expended.



## Money

This can be a tricky one. Obviously if you hire someone to run your social media marketing this is a fixed cost, that's easy to calculate.

But what if you do it yourself? The same gotcha hits you as with time. It's costing you money.

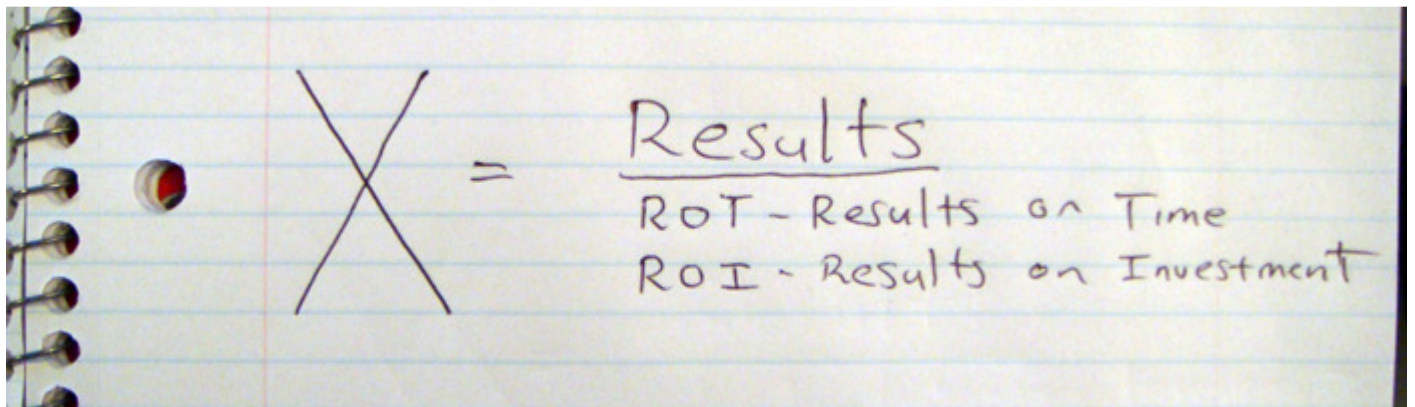
Why? The time spend engaging social media properly is taking you away from that which is your core skill. That one thing you excel at that makes you money.

Well that is unless your core skill is social media, which if that is the case I probably upset you already with all this ROI talk and I doubt you got this far in my report. ;-)

## The X

Next is the X. What you get as the result of your time plus budget and money.

If you're like most people I help the X is all you care about.



## Results

That's what you want. That's actually all you need. But let us cover that after we go over what makes your results worthwhile.



### Return on Time

The direct result of the time expenditure you, your team, your company, or the person you hired spent.

### Return on Investment

The most obvious part of this is the return on money spent and the return of leads, prospects or customers.

You might say I/we spent Y and we got X. I spent \$1,000 and I got 10 leads. 3 of those closed now I have my capital ROI.

But you also have to factor in return on time within this return on investment. Anything taking you away from that thing that makes you money is another barrier for you or your company.

Unfortunately just knowing what we have talked about so far will only get you half way there...

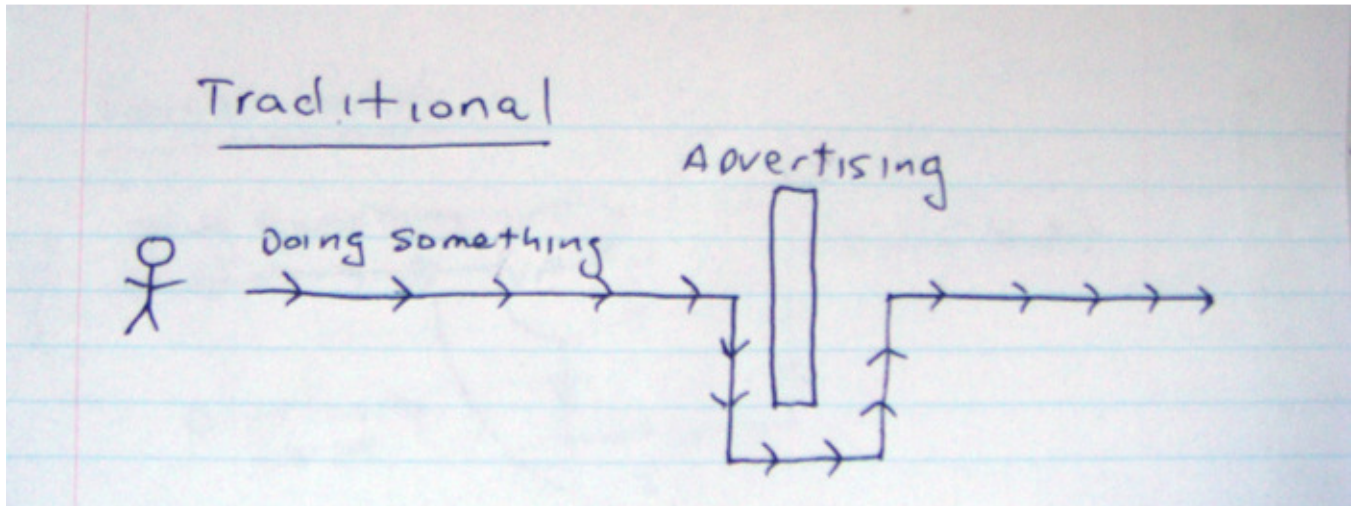
## **Traditional Media VS Social Media**

The biggest thing you need to know about social media compared to traditional media is social media contains a larger and more deep opportunity curve.

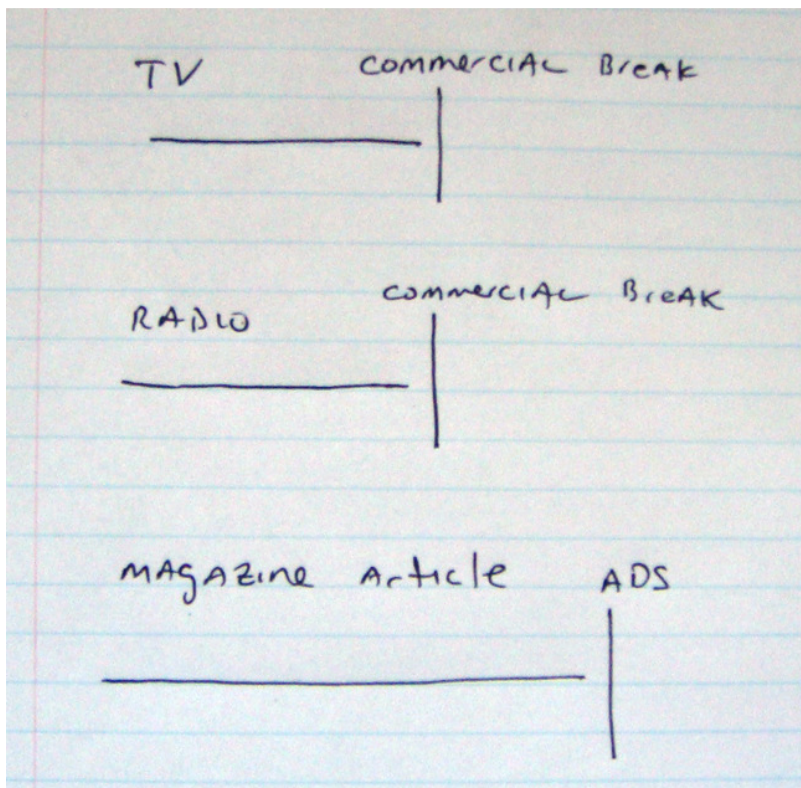
Let's start with traditional media. Traditional Media is **Interruption Based**..

*Disclaimer: I am not knocking traditional media; traditional media still has value used correctly, just as social media has value used correctly. The following examples and walk thru will clearly define for you the value of social media.*

See here by example:



Your prospect, client or customer is doing something. This something is what they really want to be doing. Suddenly in the middle of doing something that this person wants to be doing he is interrupted and doing something he doesn't want to be doing.





### Television

Your prospect is on the couch watching their favorite show because it makes them laugh and they like the characters. But wait here comes that brick wall the commercial. Reaction = DVR, TIVO

### Radio

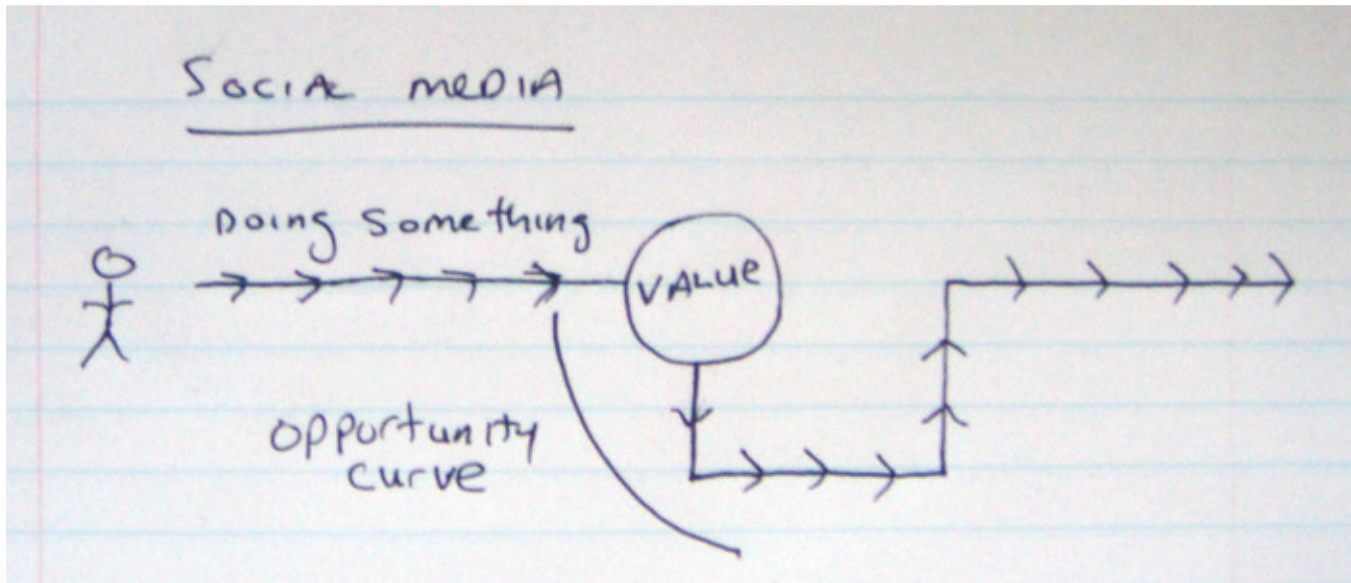
Driving down the road or working in the garage listening to their favorite radio personality, but wait, time for the top of the hour commercial break. Reaction = Podcast, Satellite Radio

### Magazine

Your customer is reading a great insightful magazine and suddenly turns the page... bam a giant two page advertisement. Reaction = Internet, Blogs, Social Media

**Consumers of content accept this because it's the only available option to get the content they are after. I don't have to tell you the game is changing.**

Now let's contrast this with social media:



Do you see the big difference?



With traditional media you are doing something and you get this giant wall in front of you. Inside your subconscious is saying "hey I wanted to do this but now I don't get too", no wonder TIVO, podcasting, and blogging are so popular.

This form of advertising is interrupting what you truly want to be doing, the value proposition of why you are there.

Now with social media there is a new dynamic. You are doing something, usually within a network or place and you see something of value.

Positioned correctly in social media this is not an interruption, in fact as you can see above what happens is you have an opportunity curve of awareness from your prospect.

After they consume your information, value, content, what do they do. They move on to what they were doing.

**The key difference here is your message was received and consumed within the confines of what is acceptable within their expectations in that form of media.**

Or worded another way...

**They were doing something and saw your message (value) and continued doing what they were doing only doing it somewhere else.**

I hesitate as I share with you a comparison that might make it somewhat clear...

The closest way to even compare traditional media and social media is product placement.

You go to the movie and your favorite actor is there on the big screen, cue kitchen scene, reaches down for a drink and there are two





cans of coke on the table, He picks one up and takes a big drink.

**This is close but still doesn't get it right.** As long as that scene makes sense, the action makes sense; and the placement of the product makes sense this form of messaging is almost an effective form of advertising.

Don't trust me though, I've got some numbers here you should know.

Forrester Research released its five year forecast that estimates interactive marketing spending from 2009 - 2014. Forrester predicts that interactive marketing in the US will near **\$55 billion and represent 21% of all marketing spend by 2014** and will include **search marketing, display advertising, email marketing, social media, and mobile marketing.**

Social Media Marketing for Business is much different than the "old school" traditional media marketing with advertising. The fact is, businesses need to share and interact with their customers and prospects in order to achieve optimal returns from their efforts.

Let's not forget the importance of good marketing principals like follow-up and drip marketing, but needless to say, lead generation is now happening more often than not by sharing information and by referral online.

When a blogger writes an article that people like, they share it on other social media sites, email it to their friends, and the word spreads based solely on the sharing of information.

Social Media Marketing for businesses is different: it is not a hard sell, it is providing some information, defining your company as the expert in their industry, and encouraging interaction with your visitors.

Now, I feel it's also important to have a funnel where people can get more information, such as the opt-in that I have placed to the right offering the free video series, but the important thing is that you are reading this information right now because you are interested, and not because a commercial came on while you were watching your favorite TV show.



Okay, I hear you saying YOU get it... So what is the **magic bullet**?

**The true Magic Bullet to social media is the ability to understand the dynamics and psychology of social media.**

In fact, YOU just learned a critical component of the last few pages.

That's it...

Ah come on I can hear you saying, that's no magic bullet!

Keep thinking that. My challenge to you is to ask yourself why is it odd that the people that UNDERSTAND social media are the same people who are continuing to succeed online.

What were you expecting a big red button?



I was recently at a MeetUp about social media and a disgruntled man got up during a question and answer session and said...

*"I was currently reading in Bible that the internet geeks and nerds are going to inherit the earth..."*



Now I'm not sure if Moses or someone else within the good book said that but if they did they couldn't be further from the truth!

I know, I know, cue the lightning.

**Look I help people succeed online.** I don't just help anybody though. When I first meet someone I ask myself this question.

**Has this person or business shown an ability to be successful in the real world?** (Not the MTV reality TV show but in offline business).

I would take a partner all day long that was a super star in his or her field, who literally can kill it over and over to an internet nerd or geek any day.

## Why?

What they possess is ultimately more valuable.

If we take this person and teach them the MAGIC BULLET to social media... **well you suddenly have a game changer!**

You suddenly now have a way to move the sales needle, you have a way to explode your ROI.

I have a feeling that if you are reading this report you are that type of person.

Now this is where you make the real money.

So don't discount in any way this MAGIC BULLET.

Knowing this foundation will make you all powerful in any social media.

Your ability will transfer from any social media currently in the market place to any social media platform in the near future.

This is your magic bullet. Study this, know this, and you will be able to direct, drive, and steer any strategy or organization within the social media realm.



So how does this tie in with the only question you need to ask yourself?

## **I spend Y, I get X and ROI?**

I'm here to admit to you I don't know.

A lot of help I am..

But wait, I have a good reason why I don't know.

I really don't know your industry. I don't know your potential, I don't know your ability, and I don't know the 13 things that you need to answer for me to properly measure your ROI in social media.

But I do know that the only question you need to think about is the **X and Y**.

Before you go on and say this is obvious and send [off an email](#)...

Let me share a story to you..

I live in Minnesota. Yes it gets cold here, but we really don't talk like they do in that movie Fargo, anyway back to the story.

In the late 70's and beyond Minneapolis/St. Paul had a large refugee population from Laos named Hmong (pronounced Mong).

Now the story of the "Secret War" and Hmong culture is interesting in its own right, mainly they helped our effort in Vietnam War and the United States government agreed to provide refugee status ([see Wikipedia here](#))

One day I was talking to a Hmong friend of mine. He told me a story of when his family first came to America. Keep in mind this was when Shag carpet was popular.

Every day in the home that they lived in his parents would sweep the carpet. As you can imagine this wasn't the most effective way to keep the carpet clean.



Day after day they were frustrated; it didn't seem to work all that well. After all this is what they did in the old country he told me.

A very strange thing though, they had this odd contraption in one of the corners of the house. They didn't really know what it did. It worked great as a coat rack; it had wheels and a handle.

After few weeks out of the blue someone who they called their sponsor came to visit. The sponsor's job was to acclimate new families to the country by teaching them how to interact and function in a country that was foreign to them. You can guess what happened from there...

His family had seen this vacuum each and every day, but they never made the connection. After all were they came from they didn't have electricity; he told me they didn't even a have a toilet.

They had this great tool but first they didn't know it existed, and even though they knew it existed they didn't know how to apply it.

Luckily in our modern era you most likely grew up with many things you can use without ever knowing the details how they work.

- A car
- A computer
- A television
- A radio

Social media is not one of those.

**To use social media effectively you have to know how social media works.**

You now have a foundation of what you need to know be truly successful in social media.



**You have two options right now.**

**1** Immediately go out and starting learning the dynamics of social media to figure out which way or how the right one works for you. Delve into it head first study blogs, websites, and the actual networks themselves.

**Or**

**2** You fast track your learning and **RESULTS** and set up a consultation with **You Brand, Inc.**

Before I share with you why **option 2** will catapult you to the next level of online marketing let me share with a few tidbits about what we do:

*"...At first when I met with You Brand, Inc. I didn't think that I as a real estate agent could effectively market myself online.*

*Was I ever wrong, who knew that engaging social media such as Facebook, Twitter, and LinkedIn could be so powerful for getting buyers and sellers. Now I can attribute a fair amount of my buyers to just a few social networks..."*

*"... working with the team at You Brand, Inc. kept me focused on what I should be doing, connecting with buyers and sellers, and not bogged down with the day to day grind of building my network. I'm a testament to what can be accomplished with someone who knows nothing about social media."*

**- Jason Moss, Realtor, Exit Reality**



*"I used to think that social media and especially online marketing was for guys who sit in the basement with just their underwear on..."*

*"I had a 'This stuff works moment' when I got my first phone call from someone on twitter. Not only was did he know what I do, how I worked, but he had read through all my stuff and had a signed contract waiting to get started.*

*I highly recommend if you need more customers you work with You Brand, Inc. on defining a personal brand and social media strategy."*

**Kara Jackson, Fresh Start 700 Credit Repair**

*"Results don't lie, within 7 days of meeting with You Brand, Inc. my traffic to my site doubled, tripled my opt-in rate, and added 2 new people to my company. If you are looking for results call You Brand, Inc. Now!"*

**Steve Gewecke, MLM Phone Pro**

### **These are just our latest results...**

Now I could put a long sales pitch and give you the benefits of working with us...

Or I could say **X, Y, ROI.**

I'll cut right to the chase.

We are good at what we do.

We sit down with you and learn about who you are. We learn about who your prospect, client, or customer is.



We help you indentify where your client, prospect, or customer is participating both online and in social networks.

We help you craft an effective strategy to capture the interest of your target market in the places where they are doing what they want to be doing.

**We then help as you position yourself, your product, or your service so it becomes part of what your customer, prospect or client wants to be doing.**

We like to keep it simple.

It's simple to [get started](#); we have a form for you to fill out. The next step will be for us to talk and see if it is a fit for us to work together.

You can find that form here:

<http://www.youbrandinc.com/social-media-consultation/>

Thank you for downloading and reading this report.

*Scott Scanlon*

Scott Scanlon  
You Brand, Inc.

<http://www.YouBrandInc.com>

**P.S.** If you are not getting the results you seek with social media or you haven't started engaging social media now is the time. Social media is not going way.

**P.P.S.** We also do some great stuff with personal branding, search engine optimization, as well as provide you with rock solid internet marketing knowledge. [More info here.](#)



## What We Do At You Brand, Inc.

**Do you know how most people or businesses struggle at building an effective strategy to acquire customers, clients, or prospects?**

What we do at You Brand, Inc. is we help you **affordably** and at **light speed** launch and maintain an effective, consistent, authentic, and clear strategy to acquire customers, prospects, or clients and therein define a rock solid personal brand.

### **How do we do this?**

We have a team of the best of the best in brand positioning, search engine optimization, customer acquisition, sales funnel development, social media marketing, online visibility, who tie it all in by being experts in metrics and tracking.

What we do is not just social media marketing. Not some fancy website. Not a logo designed by John's logo shop. Not a branding message or a simple marketing plan.

We delve deep into what you are passionate about. What you truly excel at, what you love to do.

We help you develop a plan so you are doing this more with less effort but more rewards.

Visit our website <http://www.YouBrandInc.com> or take us up on our free consultation offer.