

**WHY PUBLISH ON
SOCIAL MEDIA?**

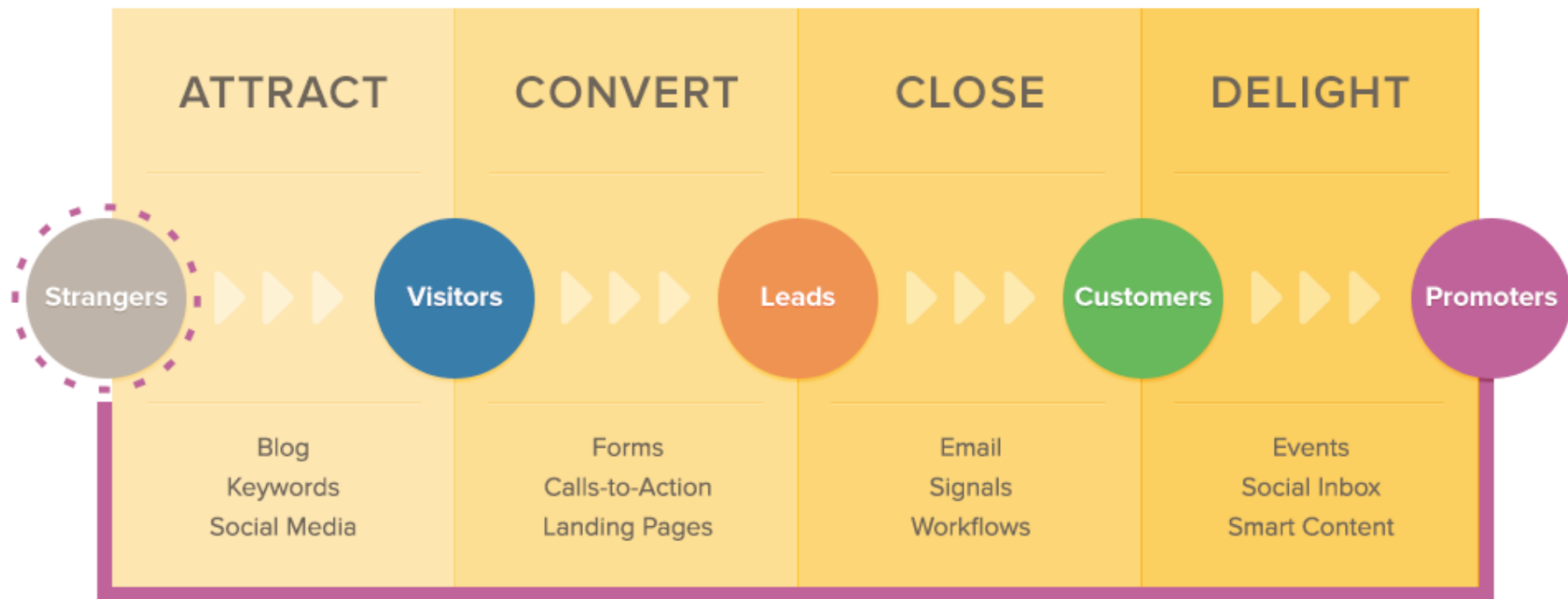
**FIRST, WHAT IS SOCIAL
PUBLISHING, ANYWAY?**



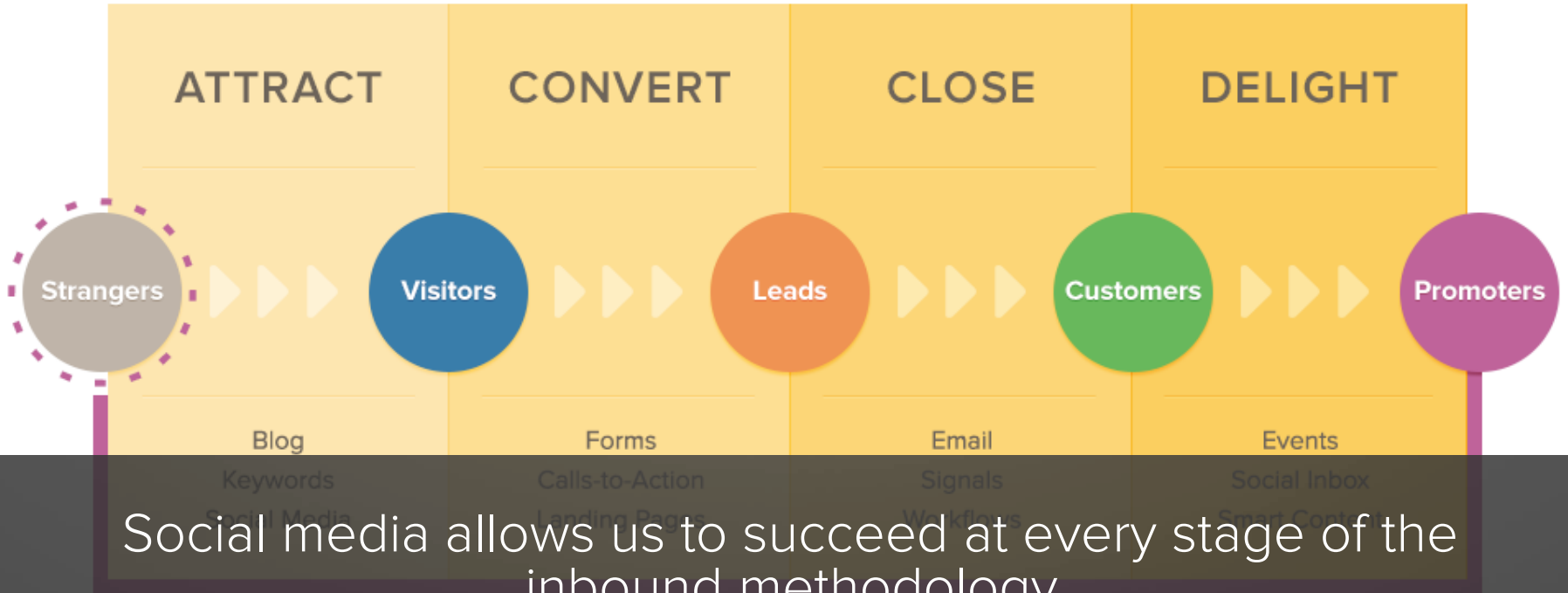
What is **Social Publishing**?

Social publishing is the practice of sharing content that our intended audience would find relevant, while nurturing relationships with them online.

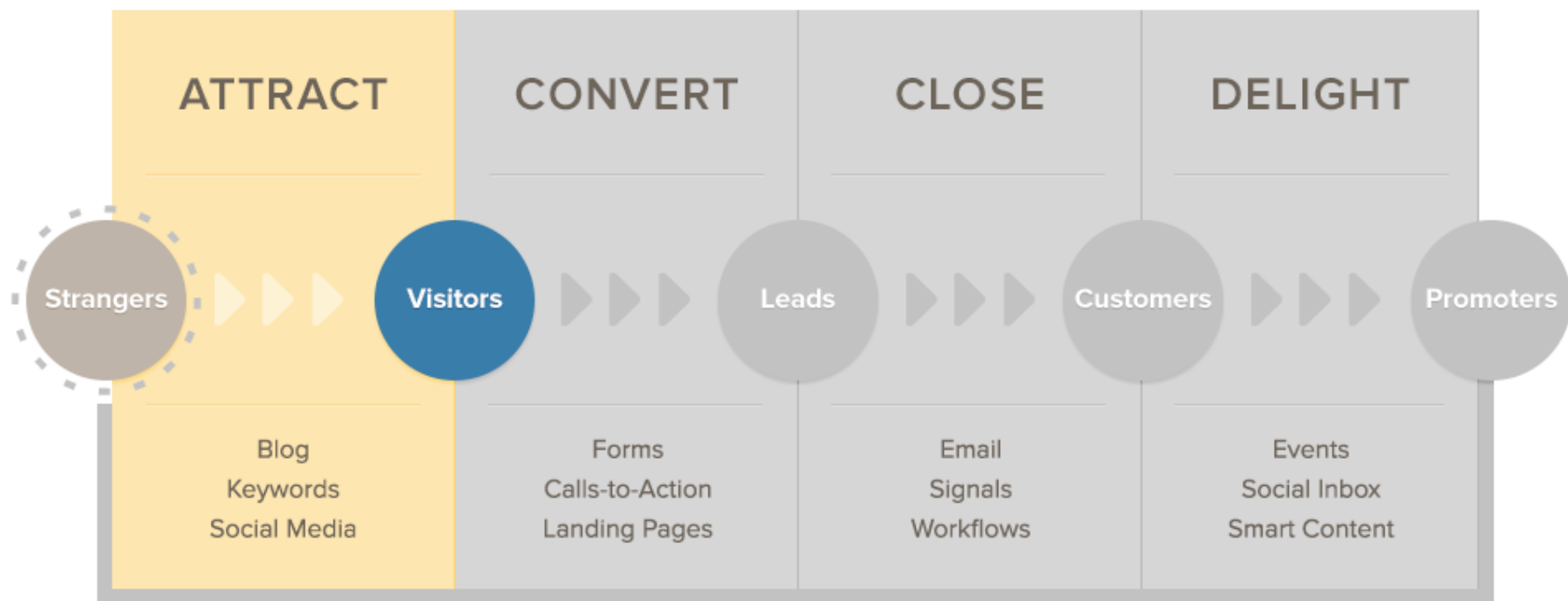
Inbound Methodology



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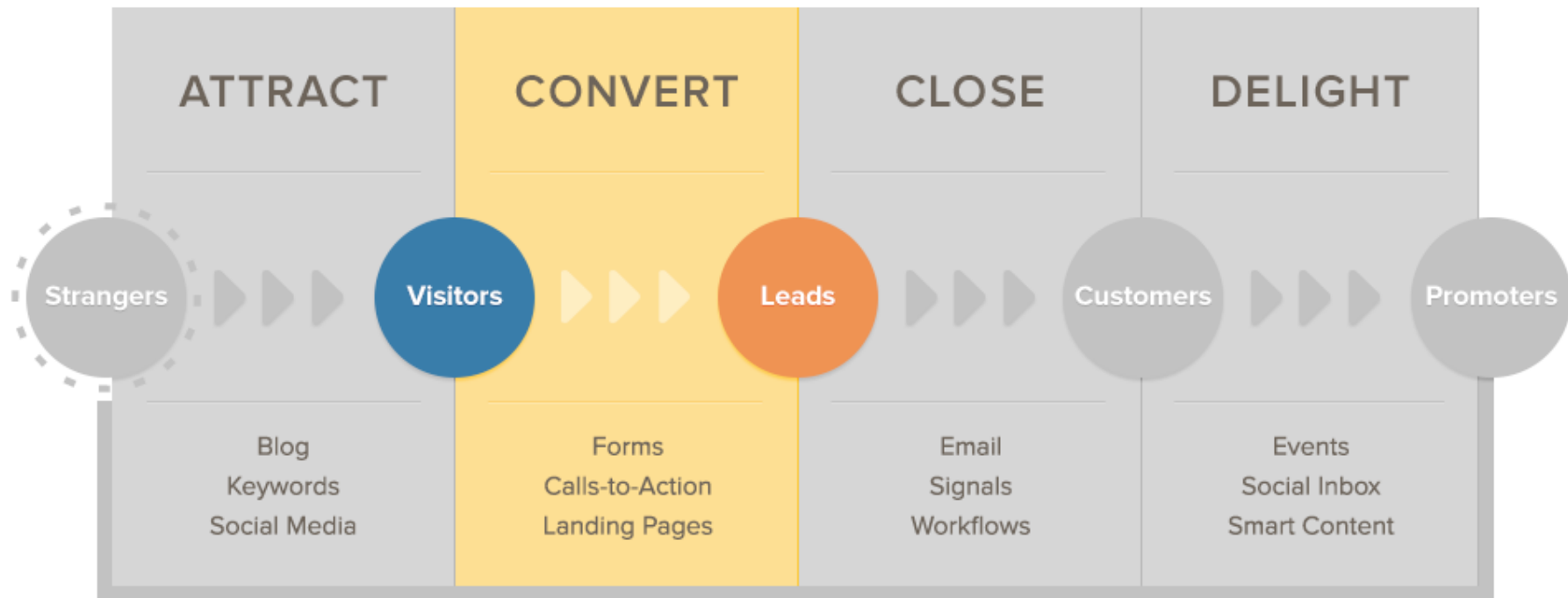




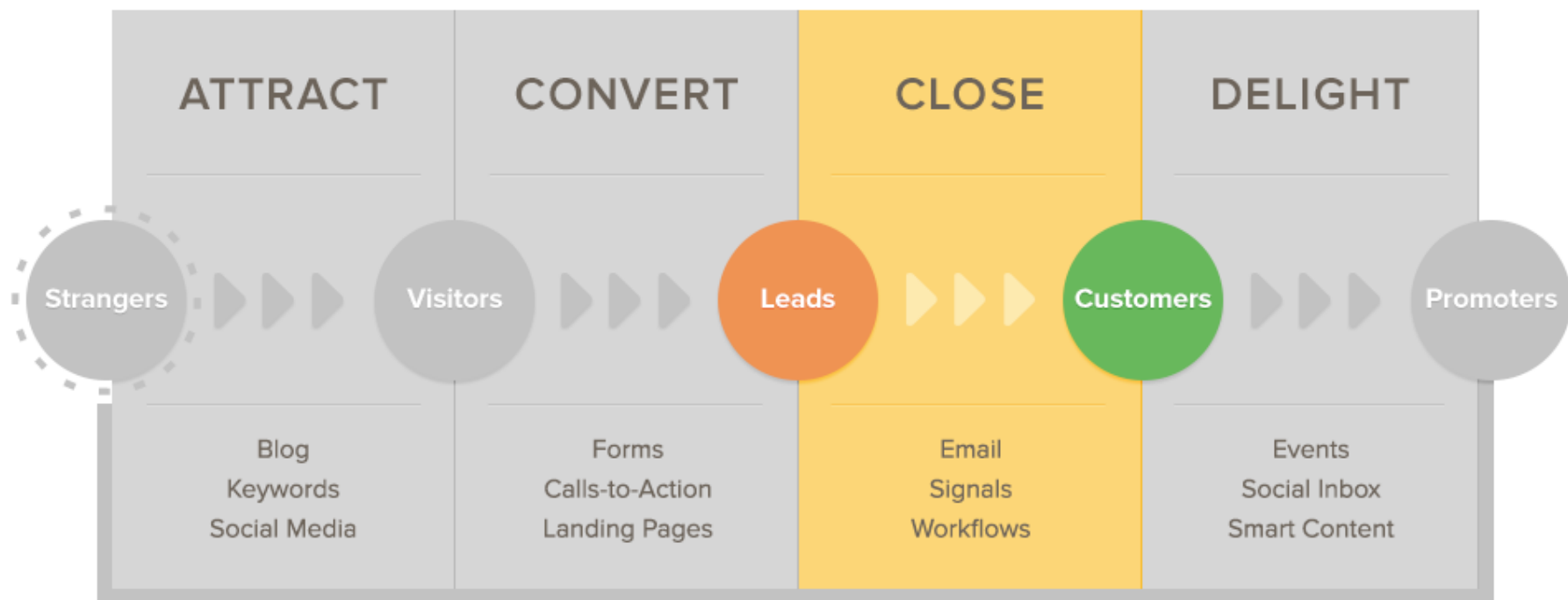
Social proof is measured by the amount of interactions an article has on social media.

The more likes, retweets, and shares a post has; the more authoritative it appears to our audience.

Inbound Methodology



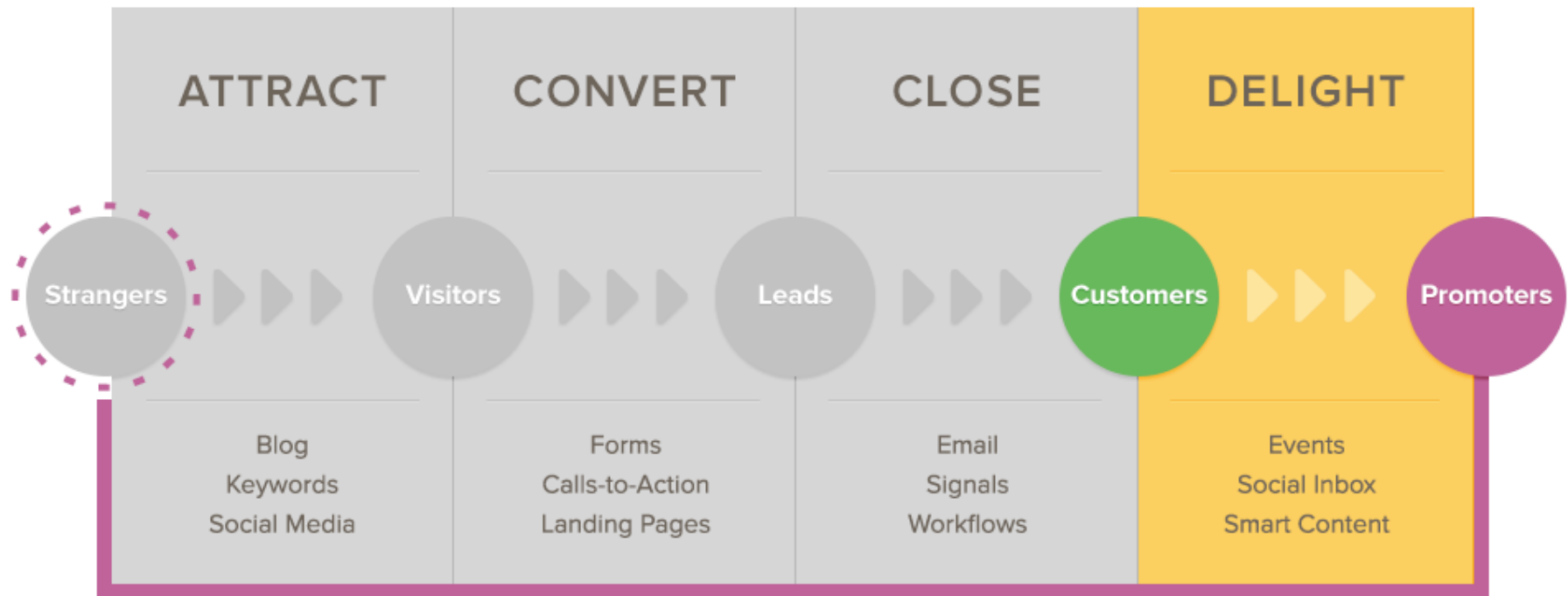
Inbound Methodology



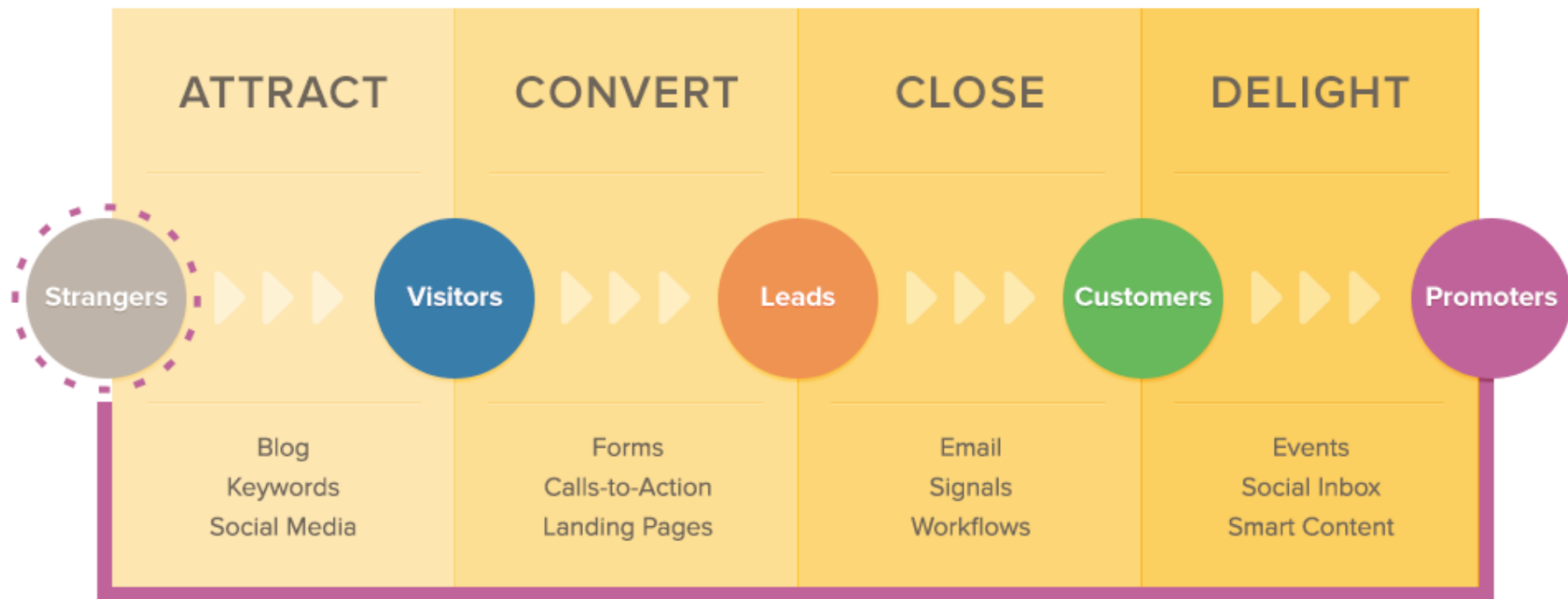


Social media allows us to expand our brand's reach and communicate any developments in real time.

Inbound Methodology

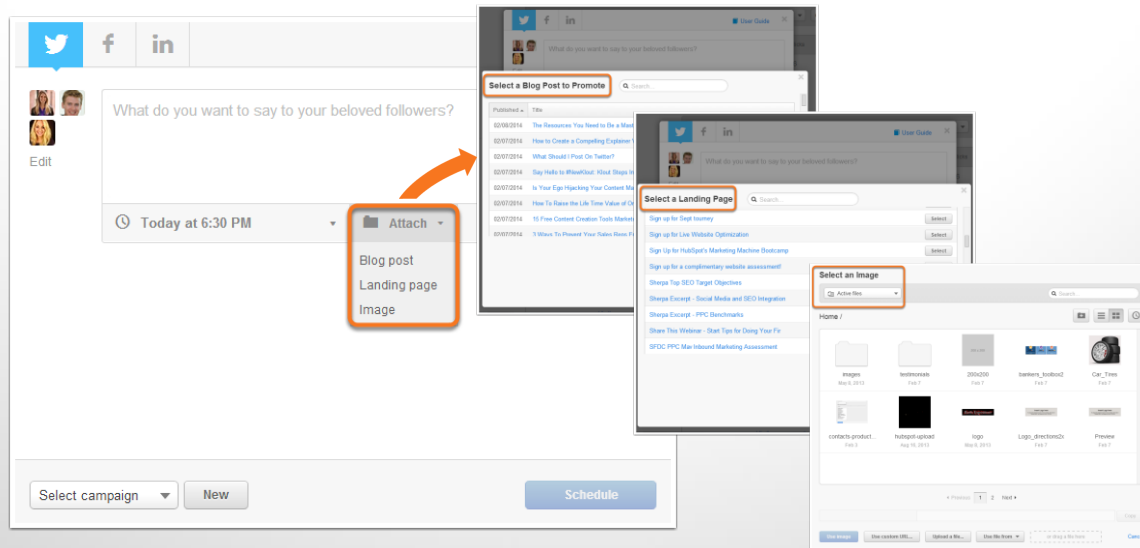


Inbound Methodology



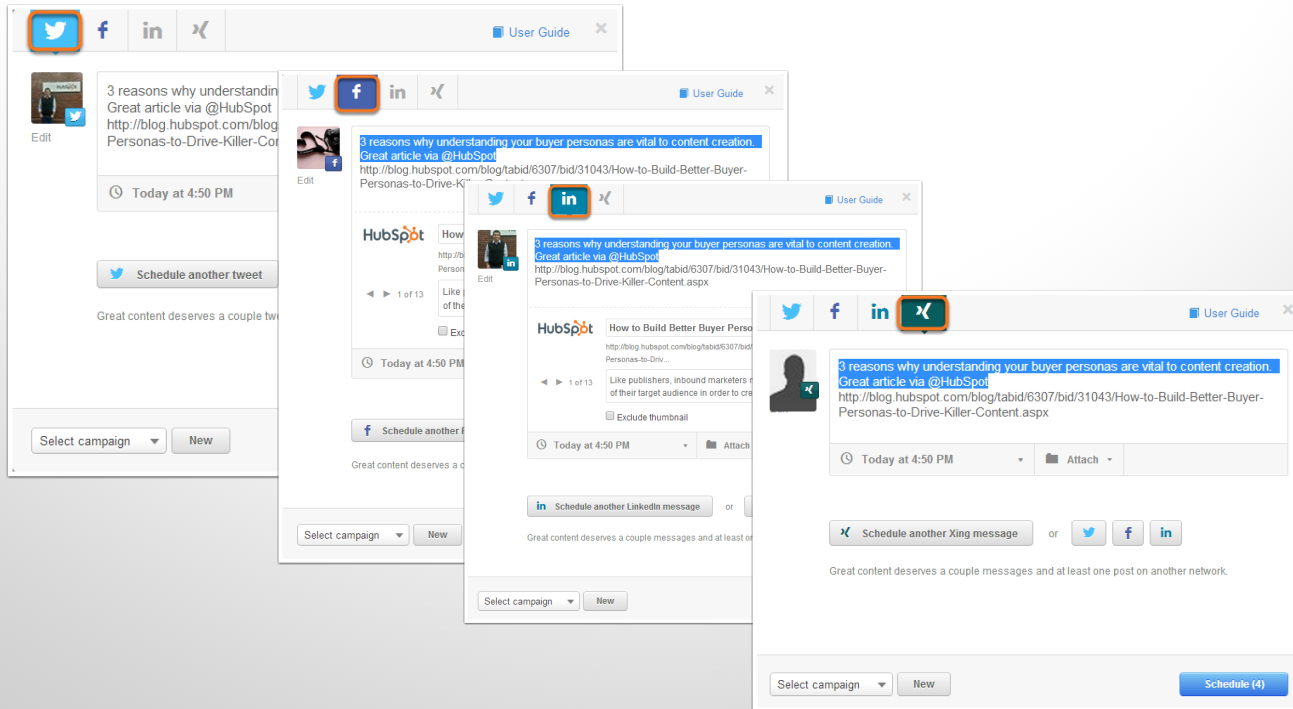
Put our marketing assets to work on social media

We can attach and publish our blog posts, landing pages, and images to different social media channels from HubSpot's Social Publishing tool.



Share content to different social media channels

HubSpot enables us to share and vary our content across different social media channels from the publishing tool.



Include any social media post to a campaign

We can use our social media content as assets for achieving a marketing campaign.

The image shows a social media interface with a post creation window and a 'Campaigns' sidebar. The post creation window has a text input field with the placeholder 'What do you want to say to your beloved followers?' and a dropdown menu showing 'Today at 8:30 PM'. The 'Campaigns' sidebar is a table with columns for 'Campaign Name', 'Start Date', and 'End Date'. An orange arrow points from a search dropdown menu to the 'Campaigns' list.

Campaign Name	Start Date	End Date
CO-MKT - LinkedIn Love Story	02/09/2014	
INT-LN-Direct-Role -- Marketer	02/01/2014	
Product Marketing in Offers	01/30/2014	
LN 2.0 1	01/09/2014	01/09/2014
2014 Product Announcement Webinar	01/08/2014	01/08/2014
EMEA - OIMA	01/07/2014	
Inbound Marketing Campaigns	01/05/2014	01/31/2014
Career Transition Q1 2014	01/01/2014	03/31/2014
Google+InboundCommunity	11/08/2013	
Enterprise	10/02/2013	10/31/2013
Social TYP	09/23/2013	

Select campaign

- Select campaign
- SEO
- Product Keywords
- Marketing Automation
- Social Media
- keyword research december

Identify any contacts who engaged with our message

In addition to measuring how many clicks a post generated, we can also see who in our contact database engaged with our content.

The screenshot displays a HubSpot dashboard for a specific message. At the top, three summary cards show: 107 total clicks, 1 engaged contact (highlighted with an orange box), and 43 Twitter interactions. Below these is a table of 'Most Recent Engaged Contacts' with one entry for a contact named 'DigiDorx' who engaged on Jan 20 6:56 pm, categorized as a 'Lead' (also highlighted with an orange box). Further down, the 'Twitter Interactions' section shows a reply from @Digi_Dorx on Feb 11.

Message:

4 Steps For Creating Landing Pages That Pop [Customer Story]
<http://hub.am/1fUdnb2>
#HubSpotting

Sent:
Feb. 11, 2014 10:29 a.m.

Links:
<http://blog.hubspot.com/customers/4-steps-for-creating-landing-pages-that-pop>

Return to Social Media

Message details

Overview

Engaged Contacts 1

107 total clicks

1 engaged contacts

43 Twitter interactions

Most Recent Engaged Contacts [see all](#)

Contact	Email	First seen	Type
	[redacted]	Jan 20 6:56 pm	Lead

Twitter Interactions sorted by follower count

Twitter Replies

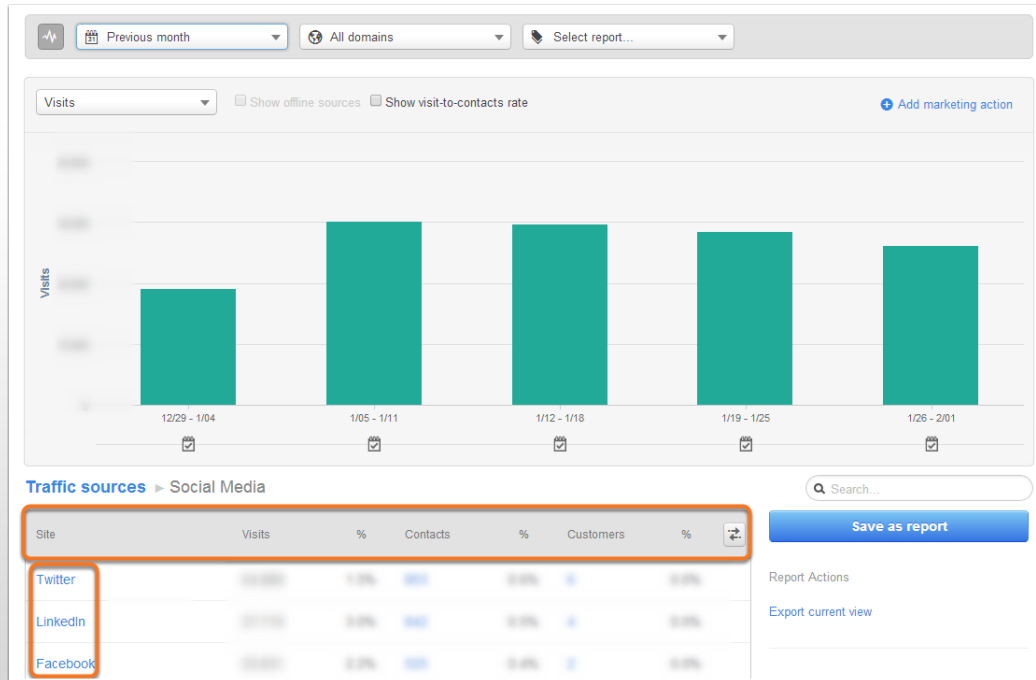
DigiDorx @Digi_Dorx replied and has 171 followers 11 Feb

4 Steps For Creating Landing Pages That Pop [Customer Story] <http://t.co/OjulJEm7F9> via @HubSpot #Digital #Marketing

[Expand details](#)

Review the ROI of our social publishing efforts

HubSpot Sources report enables us to track which social media channels are generating visits, contacts, and customers.



HOW TO GET THE MOST OUT OF PUBLISHING ON SOCIAL MEDIA.

BEST PRACTICES FOR SOCIAL MEDIA PUBLISHING

- Optimize your company's profile
- Share relevant industry content
- Create a social media style guide
- Publish on a consistent basis
- Include links when relevant
- Review your social media ROI

**BUT FIRST, LET'S TALK ABOUT
HOW TO OPTIMIZE YOUR
SOCIAL MEDIA ACCOUNTS.**

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Be sure to optimize your social media profiles with your:

- Company image or logo
- Description of what your company does
- A link pointing back to your website

Customer examples with optimized profiles

Be sure to include an image or logo of your brand, a description of what your company does, and a link pointing back to your website.

Twitter



Facebook



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**Social media is about
engaging with others.**

Establish yourself as a trustworthy source
of information for your audience by
sharing relevant industry content.

Social publishing customer example

Share relevant third party content by giving credit to other authors and engage with your followers by replying to their tweets.

The image shows a screenshot of a Twitter feed from the account Yale Appliance (@MyYale). The feed contains three tweets and a large promotional banner. The top tweet, dated Feb 6, is titled "Juicing Recipes - How to Make Tropical Carrot Apple Juice" and includes a link to a recipe hub and a mention of @AllRecipes. The middle tweet, also dated Feb 6, announces the "Yale Home Show" starting this weekend, featuring 15 chef demos, 0% financing, and great deals, with links to the show's hub and a picture on Twitter. Below the tweets is a large promotional banner for the "15th Annual Yale Home Show 2014". The banner features the Yale Appliance logo (a house with a 'Y' inside) and the text "HOME SHOW 2014" in large blue letters. Below this, it says "15th Annual Yale Home Show" in red, and "DEMOS, DEALS, 0% FINANCING" in white on a dark blue background. The bottom tweet, dated Feb 6, is titled "Our Readers' 8 Best Tips for Cooking Without Making a Huge Mess" and includes a link to a cooking tips hub and a mention of @thekitchn. The tweets are interspersed with background images of kitchen appliances and home interiors.

Yale Appliance @MyYale · Feb 6
Juicing Recipes - How to Make Tropical Carrot Apple Juice hub.am/1g5KMo2 via @AllRecipes
[View media](#) [Reply](#) [Retweet](#) [Favorite](#) [Share](#) [More](#)

Yale Appliance @MyYale · Feb 6
The Yale Home Show begins this weekend with 15 chef demos, 0% financing and some great deals hub.am/1IDtQHT pic.twitter.com/5WSv4CSY6r

Yale Appliance @MyYale · Feb 6
Our Readers' 8 Best Tips for Cooking Without Making a Huge Mess hub.am/1jFPVRR via @thekitchn
[View summary](#) [Reply](#) [Retweet](#) [Favorite](#) [Share](#) [More](#)

Y | HOME SHOW 2014
15th Annual Yale Home Show
DEMOS, DEALS, 0% FINANCING

BEST PRACTICES FOR SOCIAL MEDIA PUBLISHING

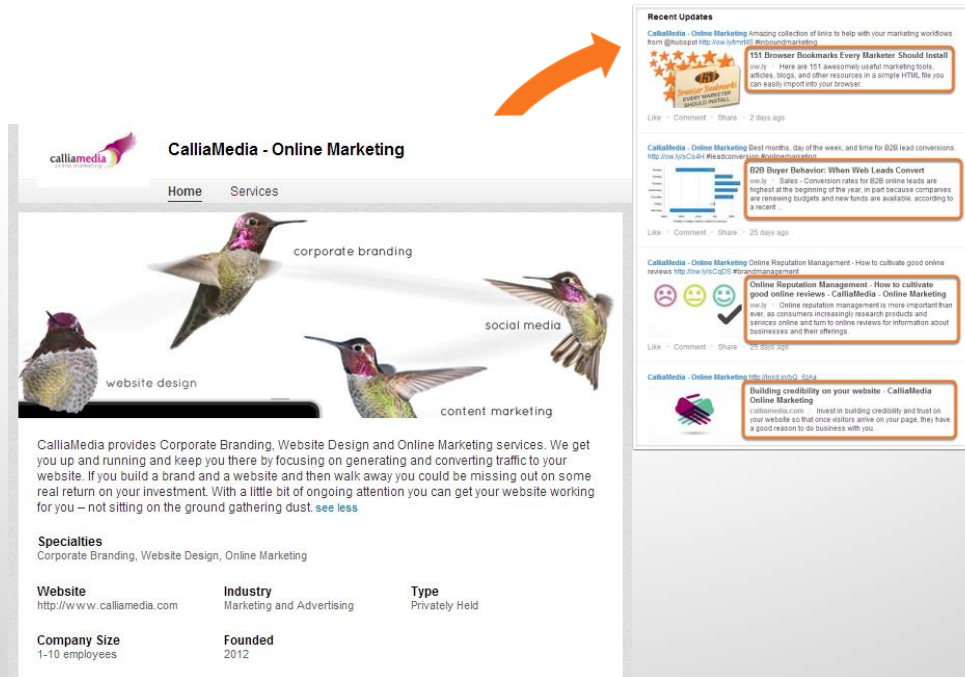
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Style guides are essential for maintaining your brand integrity.

Social publishing customer example

Create a style guide to ensure consistency in your social media content. Make sure that your style guide reflects your brand's purpose.



The image shows a screenshot of the CalliaMedia website on the left and a social media feed on the right. An orange arrow points from the website to the feed. The website features a header with the CalliaMedia logo and navigation links for Home and Services. The main content area is divided into four sections: corporate branding, social media, website design, and content marketing, each with a hummingbird illustration. Below this is a paragraph of text and a 'Specialties' section. The social media feed on the right shows four posts with annotations in orange boxes. The first post is about browser bookmarks, the second is about B2B buyer behavior, the third is about online reputation management, and the fourth is about building credibility on a website.

CalliaMedia - Online Marketing

Home Services

corporate branding

social media

website design

content marketing

CalliaMedia provides Corporate Branding, Website Design and Online Marketing services. We get you up and running and keep you there by focusing on generating and converting traffic to your website. If you build a brand and a website and then walk away you could be missing out on some real return on your investment. With a little bit of ongoing attention you can get your website working for you – not sitting on the ground gathering dust. [see less](#)

Specialties
Corporate Branding, Website Design, Online Marketing

Website
<http://www.calliamedia.com>

Industry
Marketing and Advertising

Type
Privately Held

Company Size
1-10 employees

Founded
2012

Recent Updates

CalliaMedia - Online Marketing Amazing collection of links to help with your marketing workflows from @hubspot <http://www.hubspot.com> #socialmarketing

151 Browser Bookmarks Every Marketer Should Install
Only - Here are 151 awesome useful marketing tools, articles, blogs, and other resources in a simple HTML file you can easily import into your browser.

Like - Comment - Share - 2 days ago

CalliaMedia - Online Marketing Best month, day of the week, and time for B2B lead conversions. <http://www.yic4e4.com/#socialmarketing>

B2B Buyer Behavior: When Web Leads Convert
Only - Sales - Conversion rates for B2B online leads are highest at the beginning of the year, in part because companies are renewing budgets and new funds are available, according to a recent.

Like - Comment - Share - 25 days ago

CalliaMedia - Online Marketing Online Reputation Management - How to cultivate good online reviews <http://www.yic4e4.com/#socialmarketing>

Online Reputation Management - How to cultivate good online reviews - CalliaMedia - Online Marketing
Only - Online reputation management is more important than ever, as consumers increasingly research products and services online and turn to online reviews for information about businesses and their offerings.

Like - Comment - Share - 21 days ago

CalliaMedia - Online Marketing <http://www.yic4e4.com>

Building credibility on your website - CalliaMedia Online Marketing
calliamedia.com - Invest in building credibility and trust on your website so that once visitors arrive on your page, they have a good reason to do business with you.

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Publish content on a regular, consistent basis.

Keep in mind that the frequency by which you publish messages depends on the social media channel to which you're posting.

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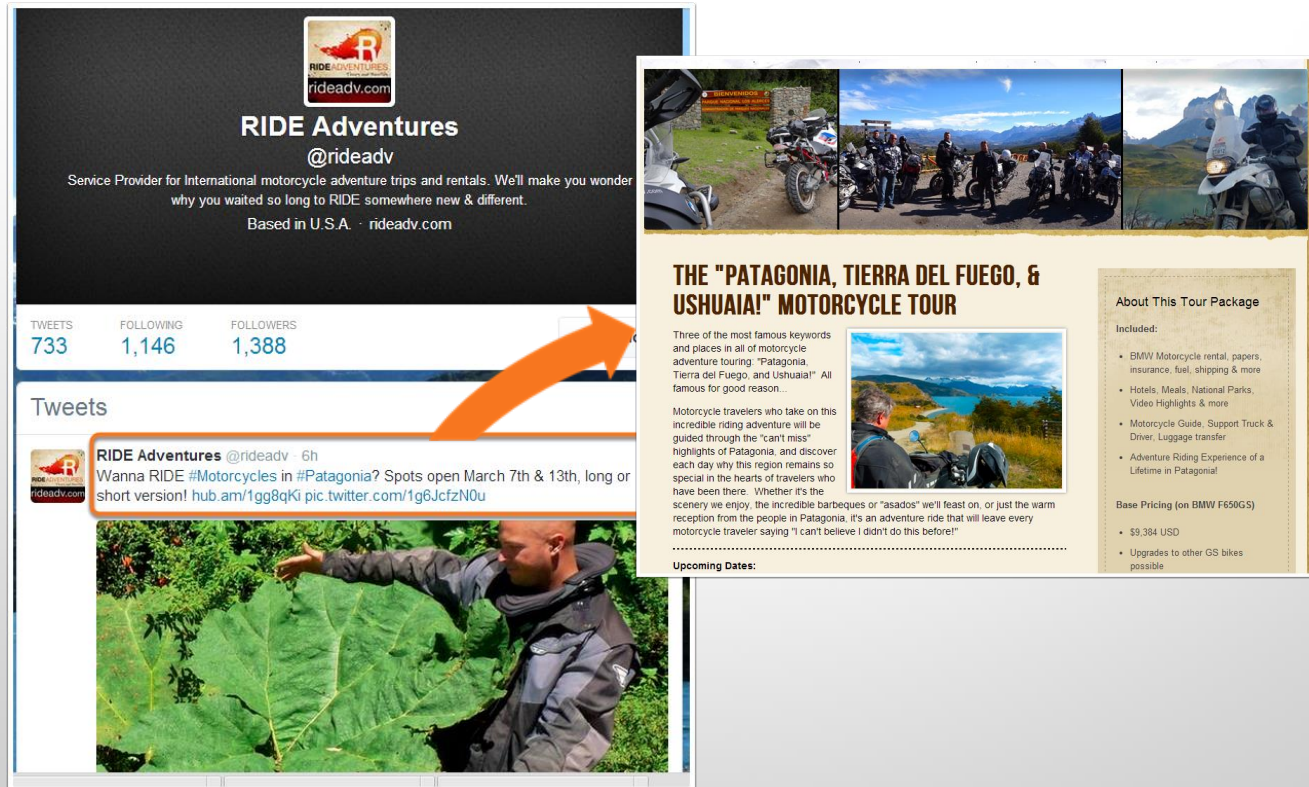
Include links to attract strangers to your website.

Also include links to your posts to convert strangers on your:

- Landing page
- Blog
- Newsletter

Social publishing customer example

Capitalize on your social media post by including a link to a blog or landing page.



The image shows a Twitter profile for RIDE Adventures (@rideadv) with 733 tweets, 1,146 following, and 1,388 followers. A tweet from RIDE Adventures is highlighted with an orange arrow pointing to a blog post. The blog post is titled "THE 'PATAGONIA, TIERRA DEL FUEGO, & USHUAIA!' MOTORCYCLE TOUR" and features several images of motorcycles and riders in a scenic landscape. The blog post includes a detailed description of the tour, a list of included services, base pricing, and upcoming dates.

RIDE Adventures
@rideadv
Service Provider for International motorcycle adventure trips and rentals. We'll make you wonder why you waited so long to RIDE somewhere new & different.
Based in U.S.A. · rideadv.com

TWEETS 733 FOLLOWING 1,146 FOLLOWERS 1,388

Tweets

RIDE Adventures @rideadv · 6h
Wanna RIDE #Motorcycles in #Patagonia? Spots open March 7th & 13th, long or short version! hub.am/1gg8qKi pic.twitter.com/1g6JcfzN0u

THE "PATAGONIA, TIERRA DEL FUEGO, & USHUAIA!" MOTORCYCLE TOUR

Three of the most famous keywords and places in all of motorcycle adventure touring: "Patagonia, Tierra del Fuego, and Ushuaia!" All famous for good reason...

Motorcycle travelers who take on this incredible riding adventure will be guided through the "can't miss" highlights of Patagonia, and discover each day why this region remains so special in the hearts of travelers who have been there. Whether it's the scenery we enjoy, the incredible barbecues or "asados" we'll feast on, or just the warm reception from the people in Patagonia, it's an adventure ride that will leave every motorcycle traveler saying "I can't believe I didn't do this before!"

Upcoming Dates:

About This Tour Package

Included:

- BMW Motorcycle rental, papers, insurance, fuel, shipping & more
- Hotels, Meals, National Parks, Video Highlights & more
- Motorcycle Guide, Support Truck & Driver, Luggage transfer
- Adventure Riding Experience of a Lifetime in Patagonia!

Base Pricing (on BMW F650GS)

- \$9,384 USD
- Upgrades to other GS bikes possible

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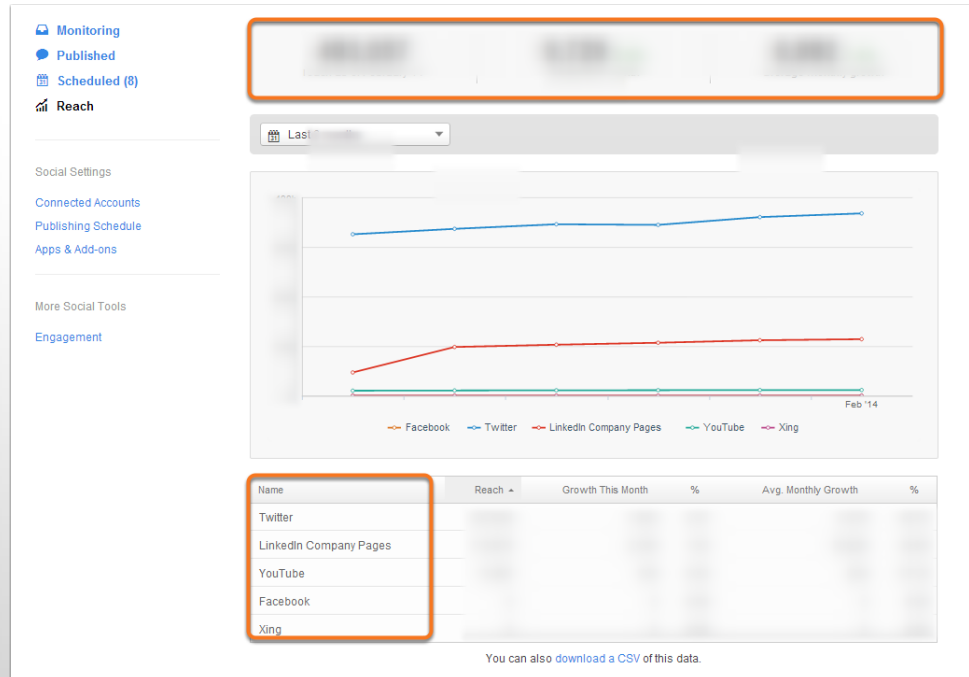
Review your social media ROI.

A couple of metrics to track:

- Average monthly reach
- Website visits
- Conversion rates
- Customers generated

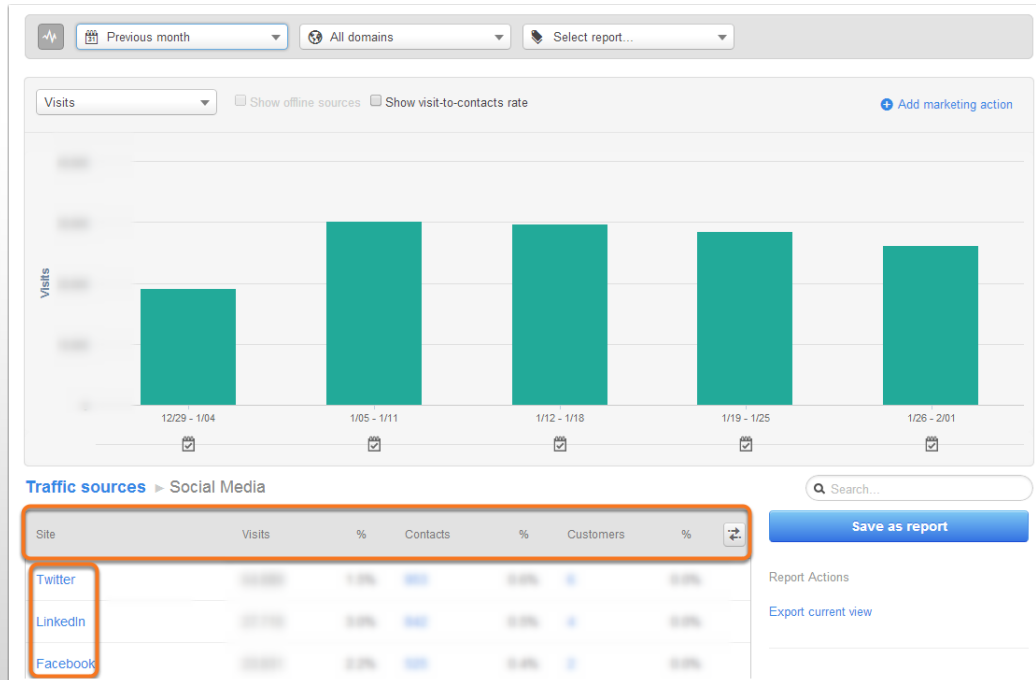
Tracking your monthly reach

Chart the growth of your followers on a monthly basis from the social media channels to which you're publishing.



Review your ROI with Sources

Measure how your social media messages are driving site traffic, converting visitors into contacts, and generating customers.



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SOCIAL PUBLISHING TOOL WALKTHROUGH.