



Social Media 101: How to Connect With Your Customers



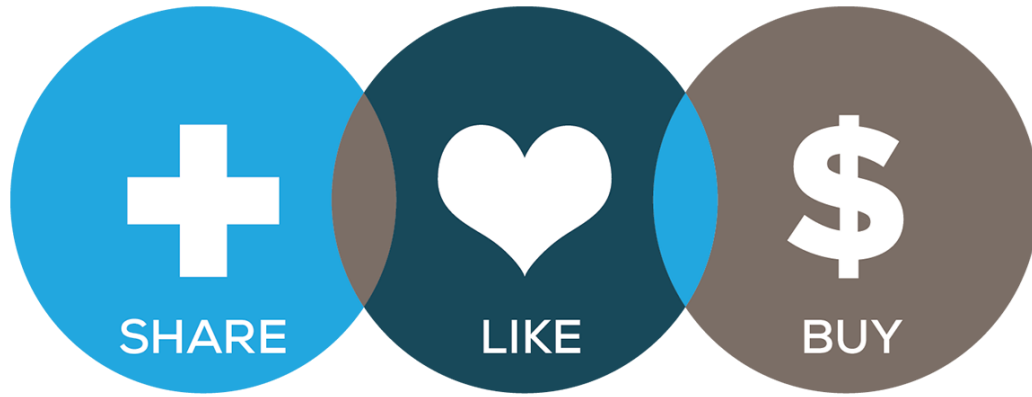
Kristin Booth

Local Outreach



AGENDA

- 1 Search and claim your business
- 2 Optimize your social media and business pages
- 3 Develop your 'voice' and respond to reviews
- 4 Get a conversation brewing on Facebook
- 5 Attract and grow an original following



MARKETING + MILLENNIALS

Consumers are 71% more likely to make a purchase based on social media referrals (Hubspot)

49% of consumers use Facebook to search for restaurants (Mashable)

74% of consumers rely on social networks to guide purchase decisions (SproutSocial)

81% of US respondents indicated that friends' social media posts directly influenced their purchase decision (Forbes)

facebook.

yelp. 

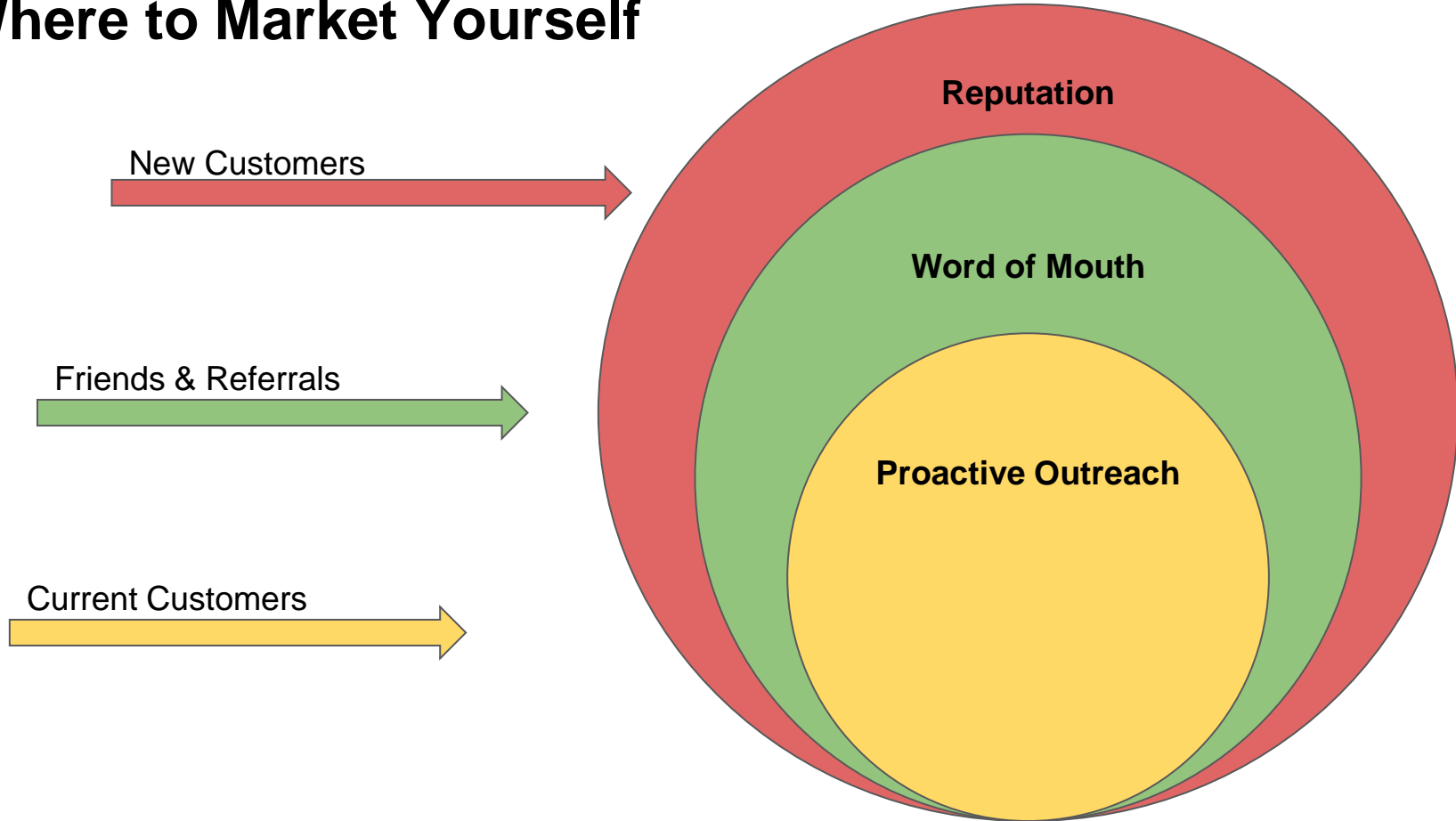


**Customer
Service**

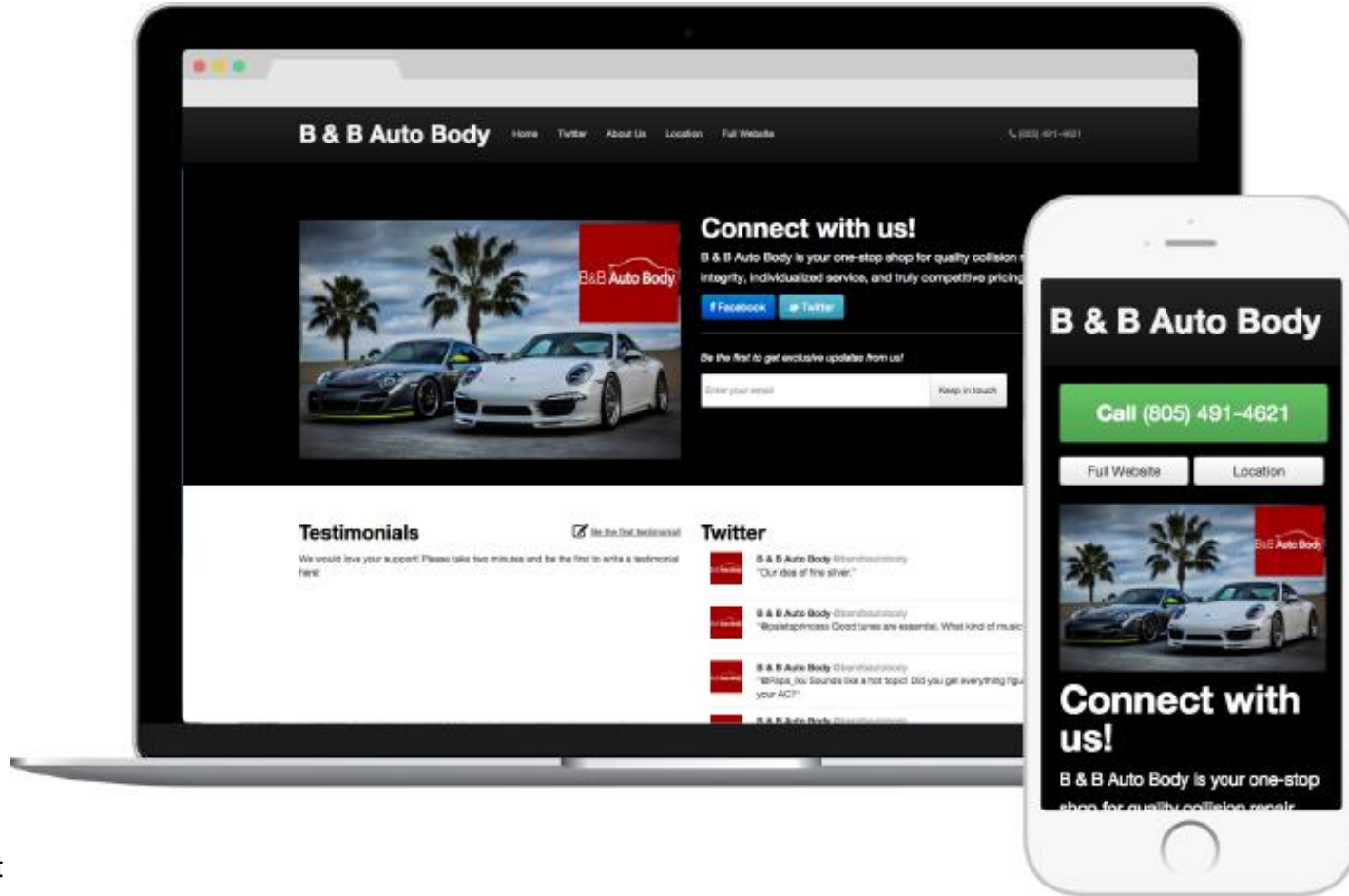
Google+

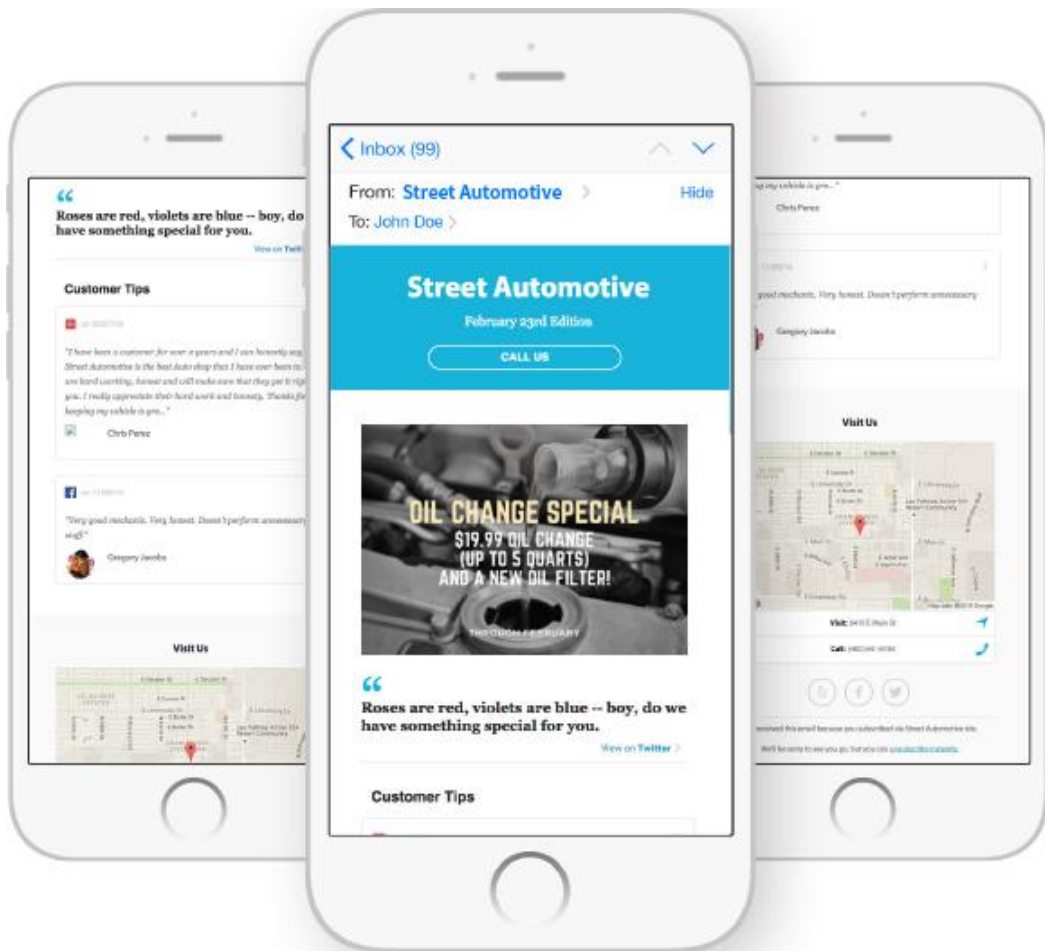
twitter

Where to Market Yourself



- Consistent business name on all pages (website and social media)
- High-quality photos
- Links to social media pages
- Hours and location
- Contact information
- Mobile-friendly website
- Clear statement of what your business does and what you offer
- Correctly sized logo/images on your pages
- Clear, simple, consistent





Respond to ALL reviews (...even the negative ones...)



Ma Ma



in the last week

Seated and waited for about 20-30 minutes with no contact from any staff. I proceed to try to talk to some lady at the Togo area (waited in a line) once it was my turn she just leaves without saying a word. So there I was. Customer of dirty talk

Response from the owner - in the last week

I'm surprised to hear about this happening, as this is not like us at all. Customer service is huge for us -- we love connecting and creating relationships with our customers here, so I know that no one would ever intentionally leave you waiting. It's possible that there was some confusion with who was covering which area of the restaurant, so either way, I'll be sure to touch base with the team on this. I'm truly sorry for the inconvenience, and I hope you'll consider coming to see us again -- I can assure you that we would provide a wonderful experience next time around. - Dave G.



Ellen S.

Houston, TX

1 friend

7 reviews



2/8/2016

Impressed with customer service. Engine light came on and I rushed to get there before close after I was done with work. Called ahead and they took me RIGHT in to look stuff over. I'm talking the technician took the key from my hand and drive my car straight back. Good people trying to help the best they can

Was this review ...?



Useful



Funny



Cool



Comment from Frank V. of Reliable Auto Repair
Business Owner

2/13/2016 · Thanks for the kind words, Ellen! As a driver, that engine light is always concerning to see, so I'm glad we could help you out. If there's anything else you need from us, please don't hesitate to ask.

I'm curious though -- how did you first hear about us?

Hope to hear back,
Frank - Owner [Read less](#)



Dawn Joy



8 months ago

My brother went there for tire rotation and balancing...ahe went one block down the rd heard flop flop flop...turned arnd and went back his tire fell off in there parking lot...worse yet they didnt own up to even touching his tire...my husband is asc certified mechanic and alignment and tire certified...he gave my brother tips on how to deal with them...they could have killed my brother and someone else...pitiful...

Violation Type: *

- ☐ This post contains hateful, violent, or inappropriate content
- ☐ This post contains advertising or spam
- ☒ Off-topic
- ☐ This post contains conflicts of interest

Submit

Report review

Please refer to our [Content Guidelines](#) and [Terms of Service](#) and let us know why you think the content you've reported may violate these guidelines.

Why do you want to report this review?

✓ Select an option...

- It contains false information
- It was posted by someone affiliated with the business
- It was posted by a competitor or ex-employee**
- It contains threats, lewdness or hate speech
- It doesn't describe a personal consumer experience
- It violates Yelp's privacy standards
- It contains promotional material
- It's for the wrong business



Where to Spend Your Time...

Highest priority:

- Direct technical or account-related questions
- Complaints from dissatisfied customers
- Service or product requests that are urgent



Items that are less important in priority are often opportunities to be proactive.

You might consider:

- Responding to general references to your products or services
- Thanking customers who provided positive feedback
- Touching base with those who have made comments about your business or industry that weren't necessarily targeted at you or requiring a response



Genie Car Wash

February 9 at 1:47pm · 🌐

Bath time!



Rainbow Car Wash

February 10 at 11:21am · 🌐

Sometimes you just have to give up and call the pros. That's where we come in.



Cool Water Car Wash

February 8 at 7:00pm · 🌐

Is this your happy place, too?



Get a conversation brewing!



Make yourself at home!



'A Content'

Has to do directly with your business

(Promotion/company history/photos of business)



Stop rust before it starts! Frequent car washes and waxes are the best ways to save your ride from rust and corrosion.



'B Content'

Has to do with your product or industry.

(Engages/educates)



Wishing you peace, love, and laughter in 2017.



'C Content'

Not industry specific
(Engagement)



Searchability

*It's important that your business is
recognizable and easy to find on all
social platforms*

Interactivity

*Always remember to be focused
on service*

Shareability

*Remember every post has the
potential to be shared*

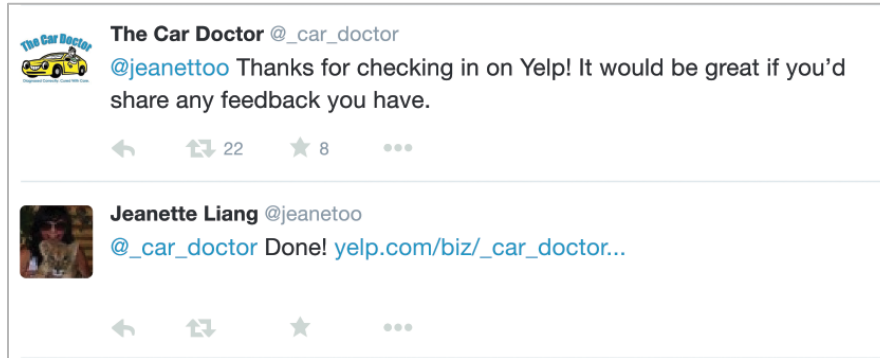
Desirability

*Keep photos attractive and
informative*

Exclusivity

*Create a community and reward
your followers*

Grow an original following



Thank you!

Come visit us at
Booth # 919



mainstreethub.com



@mainstreethub



/mainstreethub



/mainstreethub



/main-street-hub



blog.mainstreethub.com



Kristin Booth REP

(512)592-4107

kristin.booth@mainstreethub.com