

Making the Most of¹ Marketing



One of the creative dilemmas² for any small business owner is where to start when advertising³ online, and most do not have the resources⁴ to hire a social media expert. In this issue's Small Business feature⁵, Dave Leonard offers a few tips⁶ on how small business owners can get the most out of online marketing.

To begin with⁷, you'll have to build the foundations⁸ of an effective online presence. The first choice to be made is selecting a network which would offer the fastest results. The options right now are pretty standardised; Facebook, Google or Twitter. Of these, Facebook might be the best place to start, as the platform has by far⁹ the most number of users¹⁰ both locally and internationally. It has suffered recently from¹¹ the cutting¹² of some big business accounts¹³ like GM, but for small businesses there are rich pickings to be had¹⁴.

Twitter's appeal¹⁵ is still an unknown quantity¹⁶, but it is growing fast and

about to become small business-friendly after hiring a new CEO¹⁷ who will be looking to¹⁸ improve marketing for smaller-sized operations. A presence on Twitter over the next couple of years will be essential¹⁹, and it's also integrated with Facebook, so there is no need to waste²⁰ valuable²¹ minutes updating²² both sites.

Step 1. Setting up²³ an account

Setting up a Facebook fan page should be the first point of call²⁴ as you begin your marketing campaign. Facebook has a number of useful applications²⁵ available, so you can monitor the results of your strategy with ease²⁶. It

also has huge catchment²⁷ potential in terms of²⁸ users, gives you control over your content²⁹ and allows you to pull in³⁰ loads of³¹ customer interaction. YouTube channels are easy to set up, so you can store³² your HD content in one place and manage it accordingly³³. Video content has numerous³⁴ benefits³⁵ and is an excellent way to interact with potential clients.

Step 2. Engage in³⁶ the conversation

Once you are up and running³⁷ with your accounts in place, you'll need to think about the messages you post³⁸. Bear in mind that³⁹ posting up links to the company website every couple of

¹ to make the most of sth | (jak) najlepiej coś wykorzystać, wycisnąć z czegoś co jak najwięcej

² dilemma | dylemat

³ advertising | reklamowanie

⁴ resources | zasoby

⁵ feature | artykuł

⁶ tip | porada, wskazówka

⁷ to begin with,... | po pierwsze,...

⁸ foundations | fundamenty, podwaliny

⁹ by far | zdecydowanie

¹⁰ user | użytkownik

¹¹ to suffer from sth | cierpieć na coś, ucierpieć przez coś

¹² to cut | obciąć, ograniczyć (np. fundusze)

¹³ account | konto

¹⁴ there are rich pickings to be had... | można się nieźle obłowić (na czymś)

¹⁵ appeal | atrakcyjność

¹⁶ unknown quantity | wielka niewiadoma

¹⁷ CEO (Chief Executive Officer) | dyrektor naczelny

¹⁸ to look to do sth | zamierzać/planować coś zrobić

¹⁹ essential | zasadniczy, niezbędny

²⁰ to waste | marnować

²¹ valuable | wartościowy, cenny

²² to update | aktualizować

²³ to set up | założyć, stworzyć

²⁴ the first point of call | pierwsza rzecz, coś, co należy wykonać w pierwszej kolejności

²⁵ application | aplikacja, tu: widżet, aplikacja online

²⁶ with ease | z łatwością

²⁷ catchment | zbieranie zasobów, tu: docieranie do odbiorcy masowego

(w mediach społecznościowych)

²⁸ in terms of | pod względem, jeśli mowa o

²⁹ content | zawartość, treść

³⁰ to pull sth/sb in | przyciągnąć, ściągnąć (np. klientów)

³¹ loads of sth | duża ilość czegoś, mnóstwo

³² to store | zapisywać, przechowywać (dane)

³³ accordingly | odpowiednio

³⁴ numerous | liczny

³⁵ benefit | korzyść

³⁶ to engage sb in sth | zaangażować kogoś do czegoś, przyciągnąć kogoś

³⁷ up and running | na chodzie, dobrze działający/prosperujący

³⁸ to post | publikować (np. post na forum, komentarz na Facebooku)

³⁹ bear in mind that... | pamiętać o..., miej na uwadze, że...

hours is, effectively⁴⁰, spamming⁴¹. If you persistently⁴² post boring or repetitive⁴³ content, you will probably lose followers⁴⁴. People want to contribute to⁴⁵ the discussion, so get creative with your content.

Step 3. Be selective⁴⁶ with who you follow

Marketing your company to everyone is a waste of time. Focus on customers who you know are interested in what you want to sell.



Don't get obsessed by⁴⁷ numbers, social networking⁴⁸ is about quality, not quantity. A small, active and engaged community can be more productive⁴⁹ than one that is purely⁵⁰ large. Having 10,000 friends on Facebook, 100 of whom buy your product is not as effective as having 1000 friends and 200 buys⁵¹.

Step 4. Avoid⁵² distractions⁵³

It is easy to get waylaid⁵⁴ when navigating social media. Clicking on links that interest you and playing online games is great fun, but it all eats into⁵⁵ your marketing time. You might find yourself blogging or posting four or five times a day, so make a clear distinction⁵⁶ between work and play when you log in. ▶

⁴⁰ **effectively** | praktycznie rzecz biorąc, w rzeczywistości

⁴¹ **spamming** | spamowanie, zalewanie potokiem niechcianych wiadomości

⁴² **persistently** | stale, konsekwentnie

⁴³ **repetitive** | powtarzający się, monotony

⁴⁴ **follower** | przyjaciel/fan (na stronie Facebook)

⁴⁵ **to contribute to sth** | przyczyniać się do czegoś, brać w czymś udział

⁴⁶ **selective** | wybiórczy, selektywny

⁴⁷ **to get obsessed by sth** | wpaść w manię czegoś, mieć obsesję na punkcie czegoś

⁴⁸ **social networking** | społeczności internetowe

⁴⁹ **productive** | produktywny, wydajny

⁵⁰ **purely** | wyłącznie, zaledwie

⁵¹ **buy** | zakup, kupno

⁵² **to avoid** | unikać

⁵³ **distraction** | rozproszenie/odwrócenie uwagi

⁵⁴ **to get waylaid by sth** | być czymś rozproszonym/zatrzymanym, zatrzymać się przez coś

⁵⁵ **to eat into sth** | wżerać się w coś, nadszarpywać/uszczuplać coś

⁵⁶ **clear distinction** | wyraźna różnica, jasny podział

Knowing how to react when you read negative feedback about a service or product supplied by your company is a skill that requires self-restraint and rationality.

Step 5. Dealing with complaints⁵⁷

Knowing how to react when you read negative feedback⁵⁹ about a service or product supplied⁶⁰ by your company is a skill⁶¹ that requires self-restraint⁶² and rationality⁶³. Every brand⁶⁴ has to take the rough with the smooth⁶⁵ and yours is no different. Whether the customer is right or not, engaging in a war of words⁶⁶ is the worst possible course of action⁶⁷. If someone has posted a complaint on your social media platform, other customers will be waiting to see how you react. Try to solve the problem so that the disgruntled⁶⁸ customer becomes happy, thus sending the message out that you value customer satisfaction.

⁵⁷ **to deal with sth** | poradzić sobie z czymś, zajmować się czymś

⁵⁸ **complaint** | skarga

⁵⁹ **negative feedback** | negatywne informacje zwrotne, kiepskie opinie

⁶⁰ **to supply** | dostarczać

⁶¹ **skill** | umiejętność

⁶² **self-restraint** | samokontrola

⁶³ **rationality** | racjonalność

⁶⁴ **brand** | marka

⁶⁵ **to take the rough with the smooth/to take the good with the bad** | przyjmować rzeczy takimi, jakie są, akceptować zarówno rzeczy dobre, jak i złe

⁶⁶ **a war of words** | wojna na słowa

⁶⁷ **course of action** | tryb postępowania, sposób działania

⁶⁸ **disgruntled** | niezadowolony/nieusatysfakcjonowany (klient)

⁶⁹ **to admit** | przyznać

⁷⁰ **fault** | wina

⁷¹ **to fix sth** | naprawić coś

⁷² **to take sb off sth** | odciągnąć kogoś od czegoś, wyprowadzić kogoś skądś

⁷³ **message board** | forum internetowe

⁷⁴ **to provide** | zapewnić, dostarczyć

⁷⁵ **one-on-one** | bezpośrednio, twarzą w twarz

⁷⁶ **to resolve** | rozwiązać

⁷⁷ **webinar** | seminarium prowadzone online, wykład/prelekcja online

One important thing to do is to use complaints as opportunities to grow. You can always admit⁶⁹ it's your fault⁷⁰ and present a strategy of what you intend to do to fix⁷¹ the situation.

If necessary, take the customer off⁷² the message board⁷³ by providing⁷⁴ your email or telephone number. Communicating one-on-one⁷⁵ shows you are taking the complaint seriously and doing something to resolve⁷⁶ the problem.

Step 6. Be in a podcast, radio show or create a webinar⁷⁷

Varying⁷⁸ the media you create and distribute⁷⁹ will attract more attention⁸⁰. Posting up links to articles of interest,

⁷⁸ **to vary** | różnicować

⁷⁹ **to distribute** | rozdawać, rozprawdzać

⁸⁰ **to attract attention** | przyciągać uwagę

⁸¹ **to pose a question** | stawiać pytanie

⁸² **to lock sb into sth** | unieruchomić kogoś gdzieś, pogrążyć kogoś w czymś

⁸³ **audience** | widownia, słuchacze, odbiorcy

⁸⁴ **to make a name for oneself** | wyrobić sobie (dobrą) opinię, renomę

⁸⁵ **in a manner** | w pewien sposób

⁸⁶ **to encourage** | zachęcić

⁸⁷ **to inspire confidence** | budzić zaufanie

⁸⁸ **excellent** | świetny, doskonały

⁸⁹ **to last** | trwać

⁹⁰ **in effect** | praktycznie, w rzeczywistości

⁹¹ **to explore** | eksplorować, zgłębiać

⁹² **related** | związany, powiązany

⁹³ **third-party** | wykonany/wytworzony przez osoby trzecie (np. inne firmy)

⁹⁴ **to search around for sth** | szukać czegoś

⁹⁵ **aid** | pomoc, wsparcie

⁹⁶ **in this respect** | w tej kwestii, pod tym względem

⁹⁷ **to grade** | oceniać, sortować

⁹⁸ **to determine sth** | wyznaczyć, określić coś

⁹⁹ **keyword** | słowo kluczowe, fraza wyszukiwania

¹⁰⁰ **to drive** | napędzać, zasilać

¹⁰¹ **to bundle sth together** | grupować coś, składać/związywać coś w jedno

¹⁰² **easy-to-use** | łatwy w użyciu



or posing questions⁸¹ on Facebook are great ways to interact, but being in a podcast or digital radio station locks you into⁸² a new audience⁸³ that may well be curious to find out what your business is about. Podcasts give you a platform to make a name for⁸⁴ your business in a relaxed, informal manner⁸⁵. Afterwards, the audience will feel as though they know you and might be encouraged⁸⁶ to use your company's services. The name 'webinar' might not inspire confidence⁸⁷, however it does offer an excellent⁸⁸ medium for your customers to engage with. Webinars can last⁸⁹ anything from 10-50 minutes and are perfect if your business wishes to promote some ideas. In effect⁹⁰, they are presentations with slides that explore⁹¹ a given topic or related⁹² specific topics.

Step 7. Third-party applications⁹³

Search around for⁹⁴ third-party applications on Facebook. One useful aid⁹⁵ in this respect⁹⁶ is Edgerank Checker. The application grades⁹⁷ your fan page and determines⁹⁸ the following factors:

- Most effective day of the week to post content
- Popular keywords⁹⁹ that drive¹⁰⁰ engagement
- What type of media is best for your audience
- How often to update

Other Facebook-related applications out there can bundle sites like LinkedIn, Twitter and Facebook together¹⁰¹. HootSuite is an easy-to-use¹⁰² application that distributes links to all of the main social networks, meaning you are saving time when you post. ■